

PROJECT 1

INTERACTIVE DATA SYSTEM

PROJECT REQUIREMENTS

PRESENTATION PDF (10min):

- overview
- user goals and objectives
- proposed solution
- prototype / interactions
- visual design / identity
- usability testing results

PROCESS PDF:

- concept + rationale
- contextual research
- data collection
- user goals
- user flow
- moodboard / identity / wordlist
- sketches / wireframe
- paper prototype /usability testing
- visual design comps
- final visual designs

OBJECTIVE

Everyday we all deal with data that we'd like to better understand or organize. It may be as straightforward as our newsfeeds, media playlists, fantasy football, grocery lists, work inventory, or as unclear as our taxes or healthcare system. But a remarkable amount of it has social meaning beyond ourselves. When we share it and discuss it, we make new relationships with it and understand it in new ways.

Through collaboration, design a digital interactive data visualization solution, your challenge will be to figure out what interactive presentation and comparison of data would be of interest and use to a certain audience and what visualization methods and patterns will best communicate and organize this data. This solution can be experienced in the context of a product, service, or environmental design. You will be focusing on the collection and organization of a complex data set transformed into an interactive experience through a digital interface, allowing users to find possible unexpected patterns and relationships.

You should attempt to have a solid set of data that you collect and represent that becomes the main focus and a base knowledge, but are also allowed to conceptually expand on the application and its data set through the idea of user feedback, streaming data, and shared content. You need accurate data that you reference to get you started. This need only be a prototype presentation. You will need to describe all the functionality, animation, and gestures involved in the application. You will need to create a clear walk-through of a person using this application.

PROCESS

The process of interaction design is clearly defined in order to produce the best solutions. You will begin by researching your topic and defining your requirements, then continue your research to understand the users' needs and desires.

After the initial research phases you will begin product development by brainstorming concepts that meet the requirements of the project and the goals of the users. You will then turn that into a prototype with visual design that you will continuously test for usability and desirability with users throughout the product's development.

Documenting your entire process is a major factor in interaction design because it allows you to justify the reasoning behind your solution. Be sure to show all of your process in your process .pdf and present only what is needed to "pitch" and explain your solution during the final presentation.

EVALUATION

Strength and extensiveness of contextual and user research.

Process and level of alternative explorations demonstrated by evolution of preliminary alternatives.

Overall collaboration and contribution to the project.

Efficacy of final solution to meet user's goals and quality of final team presentation.

PROJECT PHASES

PHASE 1: DEFINE AND RESEARCH

Define requirements, contextual research, user research (survey, interview and/or focus group), user goals, scenarios

PHASE 2: CONCEPT DEVELOPMENT AND PRODUCT DESIGN

Brainstorming, sketching, product development, visual research, content organization

PHASE 3: BUILD AND IMPLEMENT

Prototype, visual design, identity

PHASE 4: TESTING AND REFINEMENTS

Usability testing and result analysis

SCHEDULE

03.31: Introduce project, and teams.

04.05: 2 problems per person

04.07: Final Concept & Rationale

04.12: Contextual Research, Product Questionnaire, Data Collection

04.14: User Goals
User Flow

04.19: Wireframes / Sketches

04.21: Identity

Word List

Moodboard

04.26: 3 Design Variations (for two screens/environments)

04.28: Refinements

05.03: Finalize designs

Upload your two .pdfs to Canvas one hour prior to class.

05.05: Team presentations