PROJECT 2

INTERACTIVE SOLUTION

OBJECTIVE

Interaction design is more than visual style, it requires planning, organization, management, process, and collaboration with other people more so than any other type of design. This project will concentrate on research and product design that keeps the users' experience as the primary focus. Teams will be assigned a brief to which they will propose an interactive solution. You must research your user and assess their goals and behaviors to understand the best solution to create. The solution may take any form, however it must include a digital component. First you will need to define the problem. Remember, you are not responsible for creating a finished product, only a proposed solution as a prototype. Therefore, you do not need to limit yourself with time, budget, and materials like a real product would. You will be required to document your process in the form of a digital .pdf as well as present your solution (15min.) in class.

PROCESS

The process if interaction design is clearly defined in order to product 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.

PROJECT REQUIREMENTS

PRESENTATION PDF (15min):
overview
goals and objectives
users
proposed solution
prototype / visual design / identity
usability testing results

PROCESS PDF:
requirements
contextual research
user research
user goals
scenarios
brainstorming / sketches
product development
visual research
visual design & identity
usability testing & results

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

JULY 9: Introduce project, choose teams.

JULY 14: -- --

JULY16: Phase 1 [due]

JULY 21: Phase 2 [due]

JULY 23: -- --

JULY 28: Phases 3 + 4 [due]

JULY 30: [Project Due] Team presentations in class. Upload your two .pdfs to Canvas one hour prior to class.