

## PROJECT 2

# INTERACTIVE SOLUTION

### 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

### 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 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.

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### 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

OCT 29: Introduce project, and teams.

NOV 03: -- --

NOV 05: Phase 1 [due]

NOV 10: -- --

NOV 12: Phase 2 [due]

NOV 17: -- --

NOV 19: Phases 3 + 4 [due]

NOV 24: [Project Due]

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

DEC 1-3: Team presentations