

Assignment 3: Design Challenge Research Plan

[Group Assignment]

Overview: This assignment requires your group to write a research plan for the UX Design Challenge Project. This is your chance to begin preliminary research on your design challenge.

Required Sections / Content:

1. **Executive Summary:** state your team's design challenge and what "challenge" it aims to solve (100 words; written in the required format to be learned in lecture).
2. **Target Persona (Demographic):** in bullet points, include a description of your **ideal** user including at least two citations supporting where you got this information from. Include - age, gender, family demographics, location, income, identifying characteristics and any other relevant information.
3. **Research Survey:** As your research method, your team is going to be issuing a survey to people that meet the criteria as indicated by the project's target demographic. Work with your team to come up with three (3) survey questions to ask people that are within your project's target demographic. The answers to these questions should provide your team with specific information that'll determine how your team should approach designs for the project. Questions that do not provide useful information for design will not be granted good marks. You will need to indicate how answers to your survey questions will lead to design decisions in the next section.

Once your team has come up with the 3 survey questions, create a survey on Microsoft Forms as indicated in class, and include the link to that survey, in this section of your research plan.

4. **Assumptions:** there are going to be some assumptions your team is going to make as part of your research plan. Discuss among your team the answers to the below questions, then provide those answers in this section of your team's collaboration plan:
 - What does your team think the results will be for each of the questions asked in your target demographic research survey?
 - For each survey question, if the results are in line with your team's assumption. How would that information be used in creating designs for your team's project? (Be as specific as possible)
 - What if the results aren't in line with your team's assumptions? How would that information be used in creating designs for your team's project? (Be as specific as possible)

Additional Requirements:

- Present your research plan in a professional way. Include a **document title, all group members' names and student numbers, appropriate section titles, correct spelling and grammar.**
- Remember the assigned roles for your members
 - The **team organizer** should be rallying the team together, initiating meetings as necessary, etc
 - The **assignment editor** should be working with the team to ensure that the assignment is free of errors in grammar & spelling, and that the writing quality in general is of a professional level
 - The **submission designer** should be working with the team to ensure that the assignment submitted is easy to navigate, visually professional and of high quality in appearance
 - The **requirements reviewer** should be working with the team to ensure that the intended outcomes of the assignment is understood and that no requirements of the assignment were missed. Lastly, assessing with the team to ensure that the assignment being submitted meets the intended outcomes & stated requirements to the best of the team's ability
 - If there are any questions, any member can reach out to the instructor. However, your **team's point of contact**, maybe the best person to channel communications with the instructor, particularly with any matters that maybe more private or team challenges related
- Be sure to **label or have a section describing which team member contributed** to which parts of the assignment
- **Divide the work for this assignment equally** Create a shareable document using "Files" on Teams. Ensure group members can work on their section of the document on their own time. Make sure all group members have access to the document.
- This research document should be approximately 2 pages long & include a Microsoft Forms link for your survey questions
- Late assignments will lose marks at 5% per day unless approved by the instructor to a maximum of 3 days. After 3 days, the assignment will receive a 0.
- The rubric for this assignment can be found on D2L under the dropbox.
- If there are any issues, please contact the Instructor. If it is team member-related, it is recommended that you initiate contact via Teams **on the group's private channel** at least two (2) business days in advance of the due date.