

# CIS 4930 / CIS 6930 User Experience Design

## Project #3: Industry Client Project

### Project Overview

This project involves you as designers working with an **industry client** who has a design problem they need your help to solve. In groups of 3 or 4 members, you will follow the interaction design process covered in this course to understand user needs, generate design ideas, and refine your design ideas. You will produce design documentation of your process and results, and you will also produce a **final interactive prototype** that your industry client may use as a reference if they choose to implement your idea(s). This project will culminate in a **public showcase event** which will be attended by the representatives from the industry clients as well as members of the UF and Gainesville community.

### Project Detail

#### *Assigning Groups:*

This is a group project. Groups will be assigned on a first-come, first-served basis. Sign-ups will be handled via Canvas Discussion threads. Students should comment on the appropriate client project discussion thread to sign up for their preferred project. If you already have a group in mind, one member may include all group member names in one post, or the group members may reply to each other's posts so they appear together. Groups may only be formed within section (undergraduate students together, graduate students together). Groups may consist of 3 or 4 students **only**. **The discussion threads for signing up for groups will open as of 9:00pm on Thursday October 15<sup>th</sup>**. The first 11 students to sign up for a project will be assigned to that project, after which the thread for that project will be closed. Please note: If you sign up as a single or pair of students, you will be added to another group by the instructor. If you sign up with 3 students in your group, you may be assigned a 4<sup>th</sup> group member.

#### *Process:*

You will follow a similar process to that of Project #2, conducting user research to inform your design process, and creating a design solution first documented through wireframes and then expanding the design solution into an interactive prototype. Further details about each phase of the process for this project follow. Please refer to Project #2's Process guidelines to supplement your understanding.

- **User Research:**
  - **Conducting focus groups.** Depending on your client and project, you may need to consider both current expert and novice users as your target audience. You may recruit participants from the UF student population. You should conduct separate focus groups for experts and novices (6-8 users).
- **Design Process:**
  - You should follow a similar design process as is outlined in the Project #2 Process: **creating personas (2-3)**, **brainstorming design ideas**, and **creating scenarios and storyboards (3-5)**. Consider the design of other similar interfaces in your design process: how can you adapt the best features of those designs, and improve upon them for your own design?
- **Design Solution:**
  - **Initial app design.** You should follow a similar process as is outlined in the Project #2 Process to brainstorm design ideas based on your user research, and create task flow(s) and wireframe(s) for your initial app design. This is the version which you will present to your industry client at the mid-point to receive feedback and guidance on improving your design.
  - **Final app design.** You will create an interactive prototype using one of the approved tools (see Additional Guidance) to showcase your final design concept. You will update your initial app design based on feedback from your industry client and the class in order to create the interactive

prototype. You should also update your initial wireframes to turn in a complete set of static wireframes for the app along with the interactive prototype. **Graduate groups only:** conduct a think-aloud user test of your final prototype with 1 user and include the results in your report.

- **Design Documentation:**

- **Mid-point critique milestone.** At the mid-point critique date (see Milestones & Recommended Timeline), the industry clients will be present to provide feedback on your design concept, at the wireframes stage. You will create a **poster** to showcase your design elements to be critiqued by the class and the clients (see Deliverables). Based on your client's feedback, you will then iterate on your initial app design to produce your final concept.
- **Final showcase milestone.** For the final showcase, you will create a second **poster**, highlighting your improved design (with annotations as to what changed between versions), and a live demo of the **interactive prototype**. You will also create and submit a **video sketch** of your prototype, and a **design document (paper)** which covers your entire design process and all decisions made and milestones met along the way (see Deliverables). Consider that you may be handing off this design to a development team to begin implementing it. Document the products of your design process as thoroughly as necessary to make this hand-off smooth and error-free.

### ***Additional Guidance:***

In addition to your user research, you should spend time researching your client's current interface and / or website. What features does it provide? What can you do while logged in versus as a guest? What is the structure of existing task flows in the user's experience? This will help you to understand where the new feature(s) might fit into the existing product. See the individual Client Briefs for more information.

You should also consider competitive products that exist. How do other sites that serve similar markets or provide similar services design the experience? If no direct competitor exists, consider similar services for other domains, or other commonly used apps / sites for similar platforms.

You may use any tools you prefer to create the task flow and wireframes (instructor recommends: sketching, Balsamiq, Axure Pro, Microsoft PowerPoint, Visio, OmniGraffle, etc.). You may use **only** the following approved tools to create your interactive prototype:

1. InVision App (available free online through this class)
2. Axure Pro (free 30-day trial available)
3. Microsoft PowerPoint (display show in kiosk mode)

### ***Milestones & Recommended Timeline:***

- October 15<sup>th</sup>: Assignment handed out, sign up for clients (threads open 9:00pm).
- October 18<sup>th</sup>: Groups finalized, start conducting focus groups and interviews.
- October 25<sup>th</sup>:\*\* Focus group / interview(s) conducted, start walking the data, writing personas, brainstorming, scenarios, and storyboarding.
- November 1<sup>st</sup>:\*\* User needs analysis finished, brainstorm design ideas, start designing task flow and drafting wireframes.
- November 8<sup>th</sup>:\*\* Wireframes drafted, start finalizing mid-point deliverables.
- **November 12<sup>th</sup>:** **Mid-Point Critique** (*with clients as guests*)
- November 15<sup>th</sup>:\*\* Mid-point critique feedback received, start design iteration.
- November 22<sup>nd</sup>: Design iteration planned, start building interactive prototypes.  
**Graduate groups:** conduct think aloud user test.
- November 29<sup>th</sup>:\*\* Interactive prototypes finished, start finalizing final deliverables.
- **December 3<sup>rd</sup>:** **Final Showcase** (*with clients and public as guests*)

\*\* denotes in-class working sessions in the schedule that week

### ***Deliverables:***

The deliverables for this project are separated into the deliverables for the mid-point critique and for the final showcase. An overview of each deliverable is given below, followed by execution details:

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| <ul style="list-style-type: none"><li>• <b>Mid-Point Critique—Poster (due Nov. 12<sup>th</sup>):</b><ul style="list-style-type: none"><li>○ Documentation of the context of use, the user needs you uncovered in your focus group / interview(s), and your main user persona(s).</li><li>○ Documentation of the top 1-3 key features of your design, illustrated through storyboards.</li><li>○ Documentation of the wireframes for your design, with the use cases shown in the storyboards highlighted or marked on the wireframes.</li></ul></li></ul>   |
| <ul style="list-style-type: none"><li>• <b>Final Showcase—Poster (due Dec. 3<sup>rd</sup>):</b><ul style="list-style-type: none"><li>○ Documentation of the context of use, the user needs you uncovered in your focus group / interview(s), and your main user persona(s)—remind us!</li><li>○ Documentation of the top 1-3 key features of your design, illustrated through storyboards.</li><li>○ Documentation of the revised wireframes for your design (with changes annotated), with the use cases shown in the storyboards highlighted or marked on the wireframes.</li></ul></li><li>• <b>Final Showcase—Interactive Prototype (due Dec. 3<sup>rd</sup>):</b><ul style="list-style-type: none"><li>○ A complete interactive prototype which contains every aspect of your design correctly linked and thoroughly tested (note: this is <b>not</b> a software prototype!).</li><li>○ A demo script walking through the top 3 key features of your design.</li></ul></li><li>• <b>Final Showcase—Video Sketch (due Dec. 3<sup>rd</sup>):</b><ul style="list-style-type: none"><li>○ A video sketch of your interactive prototype showing the context of use and following your demo script.</li></ul></li><li>• <b>Final Showcase—Paper (due Dec. 3<sup>rd</sup>):</b><ul style="list-style-type: none"><li>○ Documentation of your user research (focus group / interview(s)).</li><li>○ Documentation of your user personas.</li><li>○ Documentation of your brainstorming process.</li><li>○ Documentation of your scenarios and storyboards.</li><li>○ Documentation of your task flow(s) and wireframes.</li><li>○ Documentation of your design iteration, and revised task flow(s) and wireframes.</li><li>○ Documentation of your interactive prototype.</li><li>○ <b>Graduate groups:</b> documentation of your think aloud user test.</li></ul></li></ul> |

Execution details for both **posters** are the same: Posters can be hand-sketched or digitally produced, but must be printed out to bring to class on the due date. Digital versions should **also** be submitted (either a photo or scan if hand-sketched are acceptable) via Canvas by the assignment due date. Accepted file types for the posters will be .pdf, .png, or .jpg. The posters must be of size **2' x 3' (24" x 36")**. A vertical layout is recommended. Please note: these are posters, not novels or product specifications; text descriptions should be brief. Include only enough text to express the relevant information. The posters should include all members' names in the lower left-hand corner. No UFIDs. Only one submission is required per group.

The **interactive prototype** should be created in one of the approved tools (see Additional Guidance). The interactive prototype should contain every possible transition and feature that is included in your design.

**Undergraduate groups** may create interactive prototypes at wireframe-fidelity. **Graduate groups** must create pixel-perfect interactive prototypes (use of Adobe Photoshop or GIMP to create your screens is recommended). The project files for your interactive prototype should be compressed to a .zip file and submitted via Canvas by the assignment due date. You should also prepare a demo script walking through the top 3 key features of your design, which you will use to demonstrate your design to the audience during the Final Showcase (hint: use your scenarios and storyboards as inspiration for this script). This demo script should be submitted as a .pdf document via Canvas by the assignment due date.

The **video sketch** will be a permanent record of your design concept and your interactive prototype. It should follow the demo script you already prepared and illustrate one or more of your scenarios. Videos should be 3 to 5 minutes in length, recorded at good quality, but may be no more than 100 Mb in size. Accepted file types for the video will be .avi, .mp4, or .mpg. No .wmv or .mov files will be accepted. You may use spoken narration or text captions in your video; music can supplement your video but is not required. The readings and lecture slides from Week 4 include guidance and tips for creating video sketches, including some examples. Videos must be submitted via Canvas by the assignment due date. Ensure you include a title screen including course number / title and group member names. Use only publicly licensed media (e.g., CreativeCommons) in your video sketches and provide due credit.

The **final papers** must be printed out and brought to class on the due date, **and** submitted via Canvas by the assignment due date. Papers should be printed single-sided and stapled in the upper-left corner. Include a cover sheet and table of contents for your paper. Accepted file types for the paper will be .pdf **only**. Papers should be 10 to 15 pages in length (not counting cover sheet and table of contents), 1.5 spacing in Times New Roman font size 11 for the main body text (headings can be larger). Names of all team members must appear in the cover sheet. No UFIDs. Only one submission is required per group.

You should document the **what** and the **how** for each component of your paper:

- **What** is your final outcome for the specific phase (e.g., report on your user research results, your persona(s) themselves, etc.)?
- **How** did you come to this outcome (e.g., tell us about your process and the key elements which led to your conclusions)?

Be clear and concise. Organize your thoughts and ideas into a usable deliverable document. Include only the information relevant to the design decisions your team made; a chronological report of your project activities is not the goal. Include photos or scans of all artifacts produced.

### ***Critiques / Demos***

During the mid-point critique class period, we will conduct an in-class critique of the design solutions as we have done for Projects #1 and #2. Industry client representatives will be attending to provide feedback on your designs. You should come prepared to speak for 2-4 minutes about your solution, and to critique your fellow students' solutions. **Please note:** due to time constraints within the class period, it is possible that not everyone will have a chance to present. This will not affect your project grade. Clients will provide offline comments for those groups whose designs are not discussed during the mid-point critique.

During the final showcase class period, we will have tables set up for each group to show your poster and interactive demo. You should bring a laptop running your interactive demo so the attendees can watch your demo or try it out themselves. Industry client representatives will be attending, and the event will also be advertised and open to the public (members of the UF community). You should come prepared to walk through your interactive demo (via your demo script), to speak for 2-4 minutes about your solution, and to critique your fellow students' solutions. **Please note:** due to time constraints within the class period, it is possible that not everyone will have a chance to present in general or to your clients. This will not affect your project grade. Clients will provide offline comments for those groups whose designs they may not see during the final showcase.

### ***Peer Evaluation***

As part of this assignment, there will also be a peer evaluation component, in which group members will rate themselves and each other's contributions to the project. These will be filled out individually on Canvas and should be submitted before the assignment due date. Links to the Peer Evaluation for Project #3 will be announced separately by the instructor. Evaluations will be kept confidential.

### ***Materials and Supplies:***

The course has limited additional supplies available for Project #3. You should use the materials and supplies left over from your Project #2 groups. If you do not have any left over, your group may send a representative to the instructor's office hours to pick up the materials, otherwise you are required to supply these yourselves. Items to consider include: flip-board charts, large-format paper, Sharpie markers, and post-it notes. You are not required to use these materials but you will be required to show evidence of using the methods we cover in class, some of which rely on these types of materials.

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## **Project Grading**

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| 1. Mid-Point Critique Poster (due Nov. 12 <sup>th</sup> , 100 pts, 10% of final grade) |     |
| a. Communication of Required Components  | 60% |
| b. Execution   | 25% |
| c. Critique Comments   | 5%  |
| d. Peer Evaluation†  | 10% |
| 2. Final Showcase (due Dec. 3 <sup>rd</sup> , 100 pts, 30% of final grade)             |     |
| a. Poster (including Communication and Execution)                                      | 10% |
| b. Interactive Prototype (including Communication and Execution)                       | 25% |
| c. Video Sketch (including Communication and Execution)                                | 10% |
| d. Paper (including User Research, Design Process, Design Solution)                    | 40% |
| e. Critique Comments   | 5%  |
| f. Peer Evaluation†  | 10% |

The goal of this project is to expand your experience with conducting and analyzing user research, with using user research results to drive ideation, with refining design ideas through scenarios, storyboards, and wireframes, and with documenting and communicating your design process and outcomes. This project also provides the opportunity to engage with a client and work toward a solution that satisfies user needs within the constraints set by the client's needs and context. Each component of this project will be evaluated based on the degree to which you engaged in creative thinking versus analytical thinking, evidenced through your deliverables.

† 10% of group members' individual grades for this project will be based on the confidential peer evaluations by their group members.

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## **Project Rubric**

Project rubric will be made available soon.

**\*\*\* Note:** grading of design projects is inherently subjective. There cannot be a “right” and a “wrong” answer to a design problem, only a design solution that meets or exceeds the user's expectations. We can provide you guidelines of what we will be looking for in your design solutions, but in general, if you are applying yourself creatively and generating interesting ideas, you will do well on this project.

**\*\*\* Note:** as with previous projects, this project will be focused on grading the thoroughness of your design process and the validity of your design decisions as justified by your user research. Therefore, some details may be open-ended in this project. In all such cases, you may assume that any solution will be sufficient, as long as you successfully communicate the design process and solution(s).

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## **Client Brief / Requirements**

See supplemental hand-outs for each of the 7 project briefs from the industry clients.