

# 2019 Our Michigan Avenue Methodology

In the spring 2019 semester, students in WRA 410, WRA 415, and Design for America will work together to update the user experience of the [Our Michigan Ave site](#).

The site already has extensive content about ways to improve urban planning projects in Greater Lansing and content about the principles that make contemporary cities thrive. [Building Urban Publics](#) explains in detail the mission of the site, the process used to create the site, and the community stakeholders involved in the process.

This semester, our goals are to:

- Create a style for the site that expresses the values of the Greater Lansing community and highlights current content
- Create features that build relationships with community stakeholders
- Create interaction, comments, voting or other features to represent community attitudes
- Integrate social media, Facebook, Twitter, Instagram etc.

User Groups	Goals	WRA 410 Students	WRA 415 Students
Students	Social Media Integration	<ul style="list-style-type: none"><li>• Kaileigh Hermann</li><li>• Max Gold</li><li>• Louai Massri</li><li>• Elizabeth Kendall</li><li>• Najiang An</li></ul>	<ul style="list-style-type: none"><li>• Ossama Ali</li><li>• Najiang An</li><li>• Josie Davidson</li><li>• Aine Dilane</li></ul>
Young Professionals	UI and IA	<ul style="list-style-type: none"><li>• Camren Schuster</li><li>• Jordan Shelby</li><li>• Andrew Baker</li><li>• Catera Colvin</li></ul>	<ul style="list-style-type: none"><li>• Derek Mkhaiel</li><li>• Grace Beltkowski</li><li>• Mariah Dimitroff</li><li>• Ryan Lewis</li><li>• Chen Wang</li></ul>
Local Businesses	Build Relationships with Community Stakeholders	<ul style="list-style-type: none"><li>• Josh Campbell</li><li>• Sophie Furlong</li><li>• Elizabeth Ly</li><li>• Phoebe Peterson</li></ul>	<ul style="list-style-type: none"><li>• Josh Campbell</li><li>• Miriah Moore</li><li>• Leo Rios</li><li>• Levi Salmon</li></ul>
Government Decisionmakers	Create Interaction for community feedback through comments, votes, etc.	<ul style="list-style-type: none"><li>• Zachary Bohenick</li><li>• William Wright</li><li>• Jonnie Rozin</li><li>• Dia Mason</li></ul>	<ul style="list-style-type: none"><li>• Zachary Bohenick</li><li>• Rachel Stone</li><li>• Tristan Tanner</li><li>• Claire Wahl</li></ul>

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## **Timeframe**

February 28 Interview Methods and Questions Developed

March 26 Complete User Interviews

March 28 Develop User Stories into Prototypes

April 16 Complete Iteration Two Interviews

April 25 Complete Documentation

April 30 Community Event

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## **WRA 410 Students**

- Conduct Interviews
- Code Tests
- Code Models
- Code Features
- Integrate User Feedback

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## **WRA 415 Students**

- Conduct Interviews
- Create Mission Content
- User Testing Verified
- Create and Coordinate Documentation

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## **Code for America Students**

- Project Management and Planning
- Create and Coordinate Documentation
- Check points, Schedule
- UX
- Information Architecture

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## Goal Directed Design Deliverables:

Personas

Wireframes

Models

Interaction Flows

Tests

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## Lansing Community Resources

[400+ Community Stakeholders Contacted](#)

[Past User Research Efforts](#)

Past Persona Report

[Greater Lansing Photos on Flickr](#)

[Greater Lansing Photos by Theme](#)

Past Project Documentation

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## Goal Directed Design Resources

User drives design, iterative, testing crucial

Pair Process Combines Designers and Design Communicators

### **Overview and Description:**

<http://www.uxpakc.org/wp-content/uploads/UXPA-Goal-Directed-Design.pdf>

### **Brief Overview:**

<https://confluence.sakaiproject.org/display/UX/Goal-Directed+Design>

### **Another Overview:**

<https://gcdtech.com/blog/goal-directed-design/>

**Design First, Build Second;** Separate design from programming; designer responsible for user, persona and goals linked; work in teams designers and design communicators:

<https://www.granify.com/blog/using-goal-directed-design-process-improve-customer-experience>

### **Goal Directed Design In Depth**

<http://www.dubberly.com/articles/alan-cooper-and-the-goal-directed-design-process.html>

### **Goal Directed Design Diagrams**

<https://seanpatrickcoon.files.wordpress.com/2015/11/cooper.jpg>

[https://www.uxmatters.com/mt/archives/2015/09/images/TCX1\\_CXDesignProcess.png](https://www.uxmatters.com/mt/archives/2015/09/images/TCX1_CXDesignProcess.png)

<https://www.uxmatters.com/mt/archives/2015/09/cooper-and-cooper-u-part-1.php>

### **Personas**

<https://www.smashingmagazine.com/2014/08/a-closer-look-at-personas-part-1/>

### **Overall UX Guide**

<https://www.uxbooth.com/articles/complete-beginners-guide-to-interaction-design/>

### **User Centered Design Overview**

[http://web.vu.lt/mif/k.lapin/files/2016/02/3\\_user\\_centered\\_design.pdf](http://web.vu.lt/mif/k.lapin/files/2016/02/3_user_centered_design.pdf)

### **Interaction Design and Agile Software Development**

[https://www.jpattonassociates.com/wp-content/uploads/2015/04/hitting\\_the\\_target.pdf](https://www.jpattonassociates.com/wp-content/uploads/2015/04/hitting_the_target.pdf)

### **Object Oriented Design Reading List**

<https://www.holub.com/goodies/books.html>