

**CSC318 DESIGN OF INTERACTIVE COMPUTATIONAL MEDIA**  
**Instructor: V. Pandeliev**

<p><b>PHASE 3: User Research Results, System Requirements, Problem Definition</b></p>
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**PURPOSE**

In this phase you will combine your individual research efforts from A3 into a united whole. From the individual research results and user needs lists, produce a summary of your findings and outline the most important user needs you would like to address. Finally, narrow your discussion of the problem space to one specific problem you want to handle and develop design requirements for your solution.

**DUE**

Submit on Blackboard before **18:00 on**

(L0101 T) Thursday February 26, 2015

(L0201 MW) Friday February 27, 2015

Please submit a single PDF or MS Word file with your full write-up and appendices.

**WORTH**

8% of your total course grade – value of each section is shown in brackets below.

**WHAT TO DO**

Combine ideas from individual work in Assignment 3 to create your group results for Phase 3. Please note that “*combine*” and “*concatenate*” are not synonymous. Rather than having a section for each individual’s research findings, you need to **synthesize and organize** them by theme or by the nature of the results. Take the time to produce a coherent findings summary that represents your findings as a whole.

**WHAT TO SUBMIT**     Please name your document **“VP.P3.Group[Number].pdf”**

**User Research Results (2%)**

**Analyze** your individual user research, review the individual user research results and **prepare the group results document** including:

- Concise **summary of all research results** from user interviews and observations combined by removing repetition and expanding any omissions.
- Prioritized **user needs list** including what you will address in your system and what you will not cover, despite the fact that some of these needs were uncovered in your research.
- **Stakeholders’ descriptions**, details about all people impacted by your system.
- **Primary personas** family or group representing the key users with their goals, behaviors, and attitudes.
- Several **scenarios** encapsulating what you all have learned about your users and stakeholders, their task, environment, and artifacts. **These should explore the current situation** as you understand it from your research, **not** your proposed solution.

**Design Requirements (2%)**

A very brief **statement of design requirements** based on what you have learned, including:

- Describe the **specific problem** you are going to address.
- Design principles (similar to those of Google, Tivo, etc. discussed in class)
- User needs
- Environmental requirements
- Functional requirements
- Technical requirements, and
- Usability requirements

**Short Form Creative Brief (2%) – ONE PAGE**

Read about it at [http://www.uie.com/articles/short\\_form\\_creative\\_brief/](http://www.uie.com/articles/short_form_creative_brief/)

- Project Objective
- Key Personas – subset of above personas
- Key Scenarios – subset of above scenarios
- Key Principles

**Experience Map (2%) – ONE PAGE**

Read about it first in *Conifer Experience Maps, 2002*.

- *Experience Stages* (possible stages include: *Entice, Enter, Engage, Exit, Extend*) and for each stage details such as People, Context, Thinking, Feeling, Actions, & Touchpoints.
- The Experience Map may describe the **larger problem space** and within it you will highlight the **specific problem** you are planning to address with your solution. You should literally **highlight** the relevant sections in the experience map related to your planned solution.

**HINTS**

When submitting edited copy that was **previously marked** by your TA, please use Track Changes tools, as demonstrated in class, to make comparison and marking easier.

- **REMEMBER: Document quality is independent of document size; be concise & relevant.**
- Required readings will assist you with successful completion of your assignments.
- Writing style counts for 10%. A well-structured document is easier to read and grade.

An **electronic copy in .doc or .pdf** should be submitted on Blackboard and emailed to your TA.

**NOTE:** At the end of the course you will submit ALL reports in electronic format in a **single zip file**.