

CSC318 DESIGN OF INTERACTIVE COMPUTATIONAL MEDIA
Instructor: V. Pandeliev

Assignment 4: Individual Design Proposal

PURPOSE

You will create a high-level, low-fidelity proposed solution to a subset of the user needs identified in Phase 3. This will be your individual, creative attempt at solving the problem. Your individual ideas will be used to seed a group consensus solution in Phase 4.

DUE

Submit on Blackboard before **18:00 on**
(L0101 T) Thursday March 5, 2015
(L0201 MW) Friday March 6, 2015

WORTH

10% of your total course grade – value of each section is shown in brackets below.

WHAT TO DO

- Meet with your group to **divide and conquer your solution space**. Discuss the prioritized user needs, key personas, main scenarios, and key tasks you identified in Phase 3. From all these, identify distinct sections of the design solution you will address. Your individual solutions may overlap or may solve different challenges of the design space. The goal is to ensure that all your planned segments are addressed individually with some redundancy.
- Once you have divided the design tasks, isolate yourself from your group to **design your own creative solution**. Your solution will address your Phase 3 design requirements.
- Create **low-fidelity prototypes and other media** that demonstrate the important aspects of your proposed design solution, including its look and function.
- Write a corresponding **description of the solution**, how it addresses the problem and requirements identified in Phase 3 and what its shortcomings are.

WHAT TO SUBMIT

Design (7%)

You will create a combination of prototypes and other media that clearly communicates:

- Conceptual design – including metaphors and interaction styles
- Functionality – demonstrating proposed capabilities
- Appearance – what the system looks like to users

You may use any combination of the following techniques to convey your design:

- Physical prototypes (cardboard, clay, Styrofoam, paper)
- Digital prototypes
- Wireframes
- Storyboards
- Concept videos

For your prototype(s), you may use any tools/methods you are comfortable with including paper sketches, digital drawings, presentation software, photos or graphics editors, HTML/CSS, etc. The goal here is to choose tools that enable you to quickly make multiple designs and easily change those designs. (You will have an opportunity to make your designs more beautiful and high fidelity in future assignments.)

Your prototypes will be tested by your peers so they should have some depth and interactivity in order to support some of your critical tasks. You will demonstrate and test your design with your TA and peers in tutorial.

Write-Up (3%)

In the write-up you will detail the design choices you made and explain the rationale behind your proposed solution, its intended benefits when it is completed and its shortcomings.

- (1%) **Description.** Briefly state the problem your group is solving and the most salient insights (needs, requirements, etc.) from Phase 3 as they relate to it. Provide a high-level description of your proposed solution. Describe the aspects of the solution that your design is trying to address. Include details on the metaphor(s) you chose, the modalities and interactions you envision, and on any design decisions you have made.
- (1%) **One future scenario of use.** The scenario should clearly demonstrate how your design solution will be used, what it is capable of and how it supports the user's intended goals. In this scenario, the design solution described need not be limited by your mockups.
- (1%) **Critical assessment.** Relate your proposed solution to your group's design principles, user needs and requirements from Phase 3, indicating precisely which are satisfied and which your solution does not adequately address. Discuss what aspects of your design solution your mockups address and will be able to test, and what their limitations are.

The write-up should be no more than 2 pages total.

DELIVERABLES

An electronic copy of your **write-up** (in .doc or .pdf) and your **digital mockups** (in **one** .pdf or .zip file) should be submitted on Blackboard with the following titles:

A4Writeup.G[group number].YourName.pdf

A4Mockup.G[group number].YourName.pdf

In Tutorial (T: Mar. 10, MW: Mar. 6) you will demonstrate and test your designs with your peers and TA. Make sure to **bring all your design media and prototypes** (both digital and physical) to tutorial for demonstration.

HINTS

- **REMEMBER: Document quality is independent of document size; be concise and relevant.**
- Writing style counts for 10%: structure, organization, spelling, grammar, word usage, document appearance. Remember, a well-structured document is easier to read and grade.
- At the end of the course you will submit ALL reports in electronic format in a **single zip file**.