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User-Centered Applications

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## **Configurator Project Proposal**

### **Description**

I plan to design a stuffed animal toy configurator in which the user go through up to 5 steps of choices available to customize a specific toy including color, size, gift options, font style and text. It will be displayed on a phone or computer screen, and used for a toy app or website.

### **Current understanding of need**

I notice that currently there are not a lot of configurators in the toy industry for stuffed animals, probably because it is harder and more costly to manufacture customized toys than mass produced ones. But when I was a kid, I always dreamed of having a custom-made stuffed animal that I could cuddle in bed with. I think it is beneficial for the mental development of kids to have something personal and unique to them, and they could learn about how to build self identity as well as relationships. These experiences will become valuable memories even after they grow up.

### **Research intentions**

I think it is important to first research about the user and the product. My goal of the configurator is to make it easy to understand with a cute aesthetic that appeal to kids. I want to design the configurator to be presented on a computer or laptop screen, and the potential users are kids, parents and grandparents. I want to research about how to use limited words to describe the different options, and also thinking about what pre-defined options are producible and not too expensive.

## **Final Deliverable**

The final deliverable will be a clickable prototype, and depending on my research and time frame, I need to decide whether I want to present it on a phone or laptop screen, or both. The ultimate goal for me is to use limited words to present an experience that is easy to follow along for users of different age groups.

## **Schedule**

3.21 Product research

3.23 User research (personas, user stories)

3.28 Feature organization

3.30 Low-fi wireframes

4.4 Mid-fi wireframes

4.6 Content collection

4.11 Visual Mockups of 2-3 directions

4.13 Revised Visual Mockup

4.18 Final Visual Mockup

4.20 Testing Clickable Prototype

4.25 Final Prototype

4.27 Presentation