ENSE 471, User Interface Programming (Human-Centered Design) (Winter 2019) Milestone 2: Brainstorm, Evaluate, & Brainstorm again

2.1, Brainstorm #1

Lab/Start date (in-lab): February 14, 2019
Peer-review due: February 27, 2019 (with lab-attendance worth 1.5%)
Activities: *Please know that edits to the following activities may be made prior to February 14, 2019*. With your team, conduct a group brainstorming activity (review the "Scenario-Focused Engineering" book, chapter 7, and supplemental materials in URCourses in the Lab/Project stuff & things section). Using data, information, and knowledge collected from the previous milestone activities, and using the scenarios/stories and user story mapping you created from the previous milestone as a base starting point for documenting user experiences, ideate many different and unique design ideas for the page navigation, layout, user flows, and content (modelling) of the new Engineering website. Ideate by sketching and/or storyboarding key processes and interactions (visualizing key scenarios previously created). As stated in class and in the "Scenario-Focused Engineering" text (Pg.209), think quantity of ideas over quality of ideas at this stage, i.e. "*If you want to have good ideas you must have many ideas. Most of them will be wrong, and what you have to learn is which ones to throw away.*" However, do not throw any ideations away at this stage! Try and reduce tunnel vision as you ideate (i.e. only focusing on one superior design solution) and try to instill a "fresh snow" mentality by focusing on as many possible designs/user experiences as per your selected target customers. You will have the opportunity to go over all of your good, great, and (possibly) crazy ideations in the next lab with key target customers.

2.2, Evaluate

Lab/Start date (in-lab): February 28, 2019
Peer-review due: March 6, 2019 (with lab-attendance worth 1.5%)
Activities: *Please know that edits to the following activities may be made prior to February 28, 2019*. Meigen, Katelyn, and Trevor will be attendance representing staff, faculty, parent, and student (current/future) target customer groups. With your team you will have the opportunity to go through all of your ideations (sketches, storyboards) from the previous lab with this group, the good, bad, and the crazy, gathering additional data, information, and knowledge so that you can "trim" your ideations (in the next lab). Document individual target customer perspectives by creating empathy maps for each target customer (See the video and template in URCourses in the Lab/Project stuff & things section)

- **NOTE #1**: Please know that you only have to attend your team's scheduled time below. If you are early to the lab (or stay to work on empathy mapping, please be respectful to other teams' time with the target stakeholders for, as you can see given the schedule, time is quite limited.
- **NOTE #2**: In the next lab you will analyze your findings as a team and further brainstorm/ideate (sketch/storyboard) and update your team's user story map accordingly.

Day	Time	Team
Feb.28, morning	08:30 am – 08:50 am	UserPro
	08:50 am – 09:10 am	Hiromi
	09:10 am – 09:30 am	CodeBreakers
	09:30 am – 09:50 am	Team DAD
	09:50 am – 10:10 am	WalmartGreeters
Feb.28, afternoon	02:30 pm – 02:50 pm	Prime Software
	02:50 pm – 03:10 pm	!Cool
	03:10 pm – 03:30 pm	Yumi

2.3, Brainstorm #2

Lab/Start date (in-lab): March 7, 2019
Peer-review due: March 13, 2019 (with lab-attendance worth 1.5%)
Activities: *Please know that edits to the following activities may be made prior to March 7, 2019.* With your team, conduct another iteration of a group brainstorming activity, analyzing data, information, and knowledge gained from the evaluation and empathy maps created in the previous lab. Review your previous brainstorming activities and trim your design ideations. Repeat the ideation process using sketches/storyboarding techniques, honing in on your proposed design solution. You are now thinking "quality over quantity" – trimming your ideation (sketch, storyboard) as close as possible to your proposed design solution for the Engineering website. Update your scenarios/stories and user story map to illustrate your design solution and (evolved) MVP progression.

2.4, Milestone and scrum progress report & delivery

Delivery/due (in-class): March 13, 2019 (worth 6%)
Activities: *Please know that edits to the following activities and rubric may be made prior to March 7, 2019.* Presentation of project progress, discussion of brainstorming and evaluation activities, updating and illustration of evolved user story mapping and MVPs, and delivery of associated/relevant files in team GitHub. Please refer to the provided presentation template in URCourses for additional guidance (presentation template will be posted prior to March 7).

Fail Grade: 0 – 2.9%	Developing Grade: 3 – 4.4%	Meets expectations Grade: 4.5 – 5.5%	Exceeds expectations Grade: 5.5-6%
Not submitted (group) Missing during report-out* Severely lacking presentation and content submission	First brainstorming activities are weak/missing key elements Second brainstorming activities are weak/missing key elements Evaluation, analysis, and empathy map exercise and data, information, knowledge collection is weak/missing key elements User story map not updated or missing key elements Uploaded content is unreadable, in-part or in-full All files are uploaded to GitHub, understandability and discoverability is weak/needs improvement Report-out exceeds 6 minutes**	Good brainstorming activities (both sessions) and illustration of well-thought-out MVPs Good evaluation, analysis, and empathy map exercise and data, information, knowledge collection Well-crafted user story map All uploaded content is highly readable All files are uploaded to GitHub and organized in an understandable and discoverable way Report-out is within 6 minutes**	All within "Meets expectations" Meets Tim's "wow" factor (Above and beyond)

* Attendance during group report-outs is mandatory. Failure to attend the progress report will result in a 0% grade on the milestone for the individual that is missing

** Time allocated for report-outs are not to exceed 6 minutes. The instructor will randomly select the group presentation order on report-out day. If a group member is not present, the instructor will ask another group to present. The person not present will be deducted 0.5% from their milestone grade (individual deduction, not group). When the instructor asks that group again to present and the person is still not present, the group will proceed with the report-out and the person not present will receive a grade of 0% on the milestone (individual deduction, not group). Please also note that a group member will also not be permitted to join their presentation late (i.e. if it's already begun).