

Homework for Spring 2015 IPRO 397_100 Digital service design

Date given: February 26

Date due: March 5

This is a TEAM assignment to be completed over the week and uploaded to iGroups

Part 1: Create Two (A/B) paper prototypes of the features of your digital service.

Based on the features of the service that you developed last week, create TWO paper prototypes per feature that show how your feature will function.

Your prototypes should be rough, simple sketches to test what does or does not work.

Part 2: share your prototypes with 2-3 people not on your team (people that are representative of your end user).

Get user feedback on different options of the features.

Let the users play with / interact with your prototypes. Be sure to ask and document:

- What worked well?
- What could be improved?
- What additional questions do they have?
- What other features would they like to see?

Remember:

- The feedback you get is precious, not your prototype: chances are your prototype will change greatly based on the feedback – that is a good thing and should be considered success. You are creating the prototype to get feedback.
- Show - don't sell: Let the prototype do the work. If you have to explain too much that may be the problem.

Use the following template to collect your feedback (include a picture of your prototype into the template):

Prototype review – Prototype #:

Prototype photo

Interviewee name

What worked?

What could be improved?

What other features could be added? Why?

Questions: