

Homework for Fall 2015 IPRO 397_100 Digital service design

Date given: September 24

Date due: September 30

This is a TEAM assignment to be completed over the week and will be shared with the faculty on September 30.

Check the video *Service Design Feature Development* <https://vimeo.com/139746493> and follow the two steps process:

① Step 1: Create alternative features based on needs

What is a feature? A key interaction (with data / objects / people) that solves for a real user need. It is important to understand the importance of each interaction to the user.

Brainstorm alternative features for each need

(These features are specific solutions not strategies.)

- Grab a long piece of butcher paper.
- Write your user needs and use them as titles to put on top.
- Create at least 5 alternative ways of solving for each need.
- Remember this is a brainstorming activity (defer judgment), your ideas should span from mild to wild.
- This is not a “boring” spreadsheet list, have fun sketch and draw.
- If drawing is not enough to communicate your ideas create rough prototypes (you can include the picture later in the assignment).
- More is better (quantity over quality).
- Remember to document this process.

(At the end of the activity you should have at least 10 needs and at least 5 ideas per need)

② Step 2: Orchestrate a new user journey using the features you created

*What is a scenario? **Scenarios** are a future, more ideal version of your initial user journey. They are intended to illustrate how a new service design will address unmet needs and help users achieve their goals or objectives.*

Create a new user journey based in the new alternative features

- Select a group of features that best addresses your project objective from your charter document
- Work iteratively between the scenario and features: First identify the ideal user sequence of activities and then the features Second cluster your key features and then determine the user sequence that that would engage all of the clusters. Finally develop a hybrid solution between the two iterations. Your goal is elegance (the most benefit for the least amount of work).
- Find the best way to show your new user scenario (step by step).

If you have questions check the slides in iGroups file name *Service design feature development.pptx*

On more thing: Watch the video about prototyping “Modeling your UI” before last class.

https://drive.google.com/a/id.iit.edu/file/d/0B3_sat4t7wHudlRPWDVmRVZ3azQ/view?ts=5603e0b8

Upload you file to your team folder using the name *feature development + (teamname)* before next class September 30.