

Interaction Lab - Final Project:

ESSAY

Write a narrative of 3 to 4 paragraphs about your project proposal. This essay should cover the following points and highlight your previous research into existing projects and should also build on your working definition of “interaction”.

A. PROJECT TITLE

The title must be direct, short, decisive, engaging, and self-explanatory.

B. PROJECT STATEMENT OF PURPOSE *

Successful projects focus on a significant topic or issue intended for a specific audience. Discuss the insight you found, the research you did, and how it influences your design choices. Express your project’s trajectory in 2-3 tightly linked sentences that clearly define the challenge you seek to address, its relevance to a specific audience, and its intended impact.

C. PROJECT PLAN *

Explain in further detail what your project aims to do. Flesh out your project’s process through careful description, analysis, and with specifics. What steps will you take to empathize with your intended audience and analyze their needs/requirements? Compose a detailed project plan that explains each of the steps you will take in the next few weeks to deliver your project. Be specific about when you need to finish which part of your project to finish it on time.

D. CONTEXT AND SIGNIFICANCE *

Address how your preparatory research and analysis impacts or inspires your proposal. Incorporate the projects you’ve researched in preparation for this project. In what way does your project proposal align with your definition of interaction? What is unique and/or significant about your project?** If you are re-creating something that already exists, explain what your take is on that existing product/project and what your contribution is to its development? For whom is your project intended and why is it of special value to its targeted audience? Where might your project lead, after successful completion? What might subsequent projects meaningfully build upon? For whom? And with what value?

* As you compose your Project Proposal, avoid merely making lists. Instead focus on writing.

** While aesthetic factors are generally relevant, a project governed by “It will be pretty” doesn’t go far.