

Final Project guidelines

This document contains the requirements for final project delivery, as well as some descriptions of what should be delivered in each section. If the team has any questions you can contact the teacher at ljgonzal@itesm.mx to clarify them.

The final project consists of the development, testing, tuning and server delivery of an interface to control some device of the group called Internet of things (IoT), you can also define the interface according to one of the categories of the IxDA awards ([Interaction Design Association Awards](#)). An accompanying website is also requested. Three main deliveries will be made during the semester, which are:

First delivery

Landing page first draft including: *Personas* profiles.
Benchmarking.
Low-level prototype and concept tests.

Feb 27th

Second delivery

Landing page second draft.
Hi level prototype and usability tests.

March 27th

Third delivery

Landing page third draft.
Beta Interface. Changes made based on the results of the usability tests. Inclusion of jQuery and final user tests.

May 3rd

General requirements, first delivery

Deadline: February 27th 23:59 hrs.

Mode of delivery: Compressed website on Blackboard.

In this first delivery you will be working on the first draft of your landing page and a low level prototype of your interface. It is OK to start with a simple page with a minimalistic layout. To add some content to your landing page please include the following:

- **Team name**
 - The name of the team should reflect the nature of the solution and be linked to it, it should be a name that seeks to reflect a company that provides development solutions and interaction design for the Internet of Things (IoT).
- **Team logo**
 - The logo should be on the same line as the previous point. Do not download any logo from the internet, design it yourself.
- **Team members.**
 - Add a picture of each member and a short Bio including your program, semester and general interests.

Create a menu with links to the following pages (create those pages as well ;)):

- **Personas profiles**
 - This page will have 4 different *personas* profiles. Remember to first think about your target users in general, think also about possible use cases that relate to certain types of groups of people. Then, from these groups, create your *personas* profiles trying to reflect their behavior and motivations.
 - Include in each profile: Name, occupation (position, if employed), age, a picture, a phrase they would probably say if asked to define themselves in a sentence, brief list of skills, frustrations.
 - You can search on the internet for some *personas* profiles examples.
- **Benchmarking**
 - This page will have information about the benchmarking of the product. Think and describe: What competitors does your product have? What services or products already exist today and potentially compete with your product?
 - Identify at least two competitors and analyze them briefly
 - Keep in mind that competitors are not always digital. They may be traditional stores, suppliers, tools or practices that we currently have.
 - Add screenshots from their websites & products.
 - How will your service be different from the competition? How can you do things better or different?

- **Low level prototype assets**
 - This page will have the drawings (or images if you used any software to make them) used for making the low level prototype.
 - Add a brief description for each image. Describe (even if you think it's obvious) what that image is for and which user actions are expected to take place in that screen.
- **Marvel prototype**
 - This link should take us to your Marvel prototype. First you need to actually create your low level prototype on Marvel. When you are done you will get a link (URL) and that's exactly where this link should take us.
 - You can find an example for a Marvel low level prototype in this link:
<https://marvelapp.com/1a172bhg/screen/48718823>