

COEN 4610 / 5610
Design Thinking Project Proposal, Part I
Empathy and Define
Due: April 12, 2016

Objective: Write the initial part of your App Design Proposal by following design thinking phases for Empathy and Definition. This will be closely related to your value proposition and customer segments for your startup lean startup process.

Directions:

1. Describe your initial idea including the goal of your app, your value proposition, customer segment, your team members.
2. Complete the initial part of your App Design Proposal with your app and user research. Determine what other apps exist that are related to your idea and how your idea is different and/or adds value (i.e. Market research)
3. Create an empathy map from customer interviews (3 per team member). Remember to list the needs, insights, contradictions, tensions, and surprises.
4. Develop at least one Persona diagram.
5. Write an Embrace POV statement.
6. Design a User Journey diagram based on Persona(s).
7. Create a 3 minute PowerPoint slide to summarize your findings.

Possible "A" technology projects:

- 2D or 3D humane game
- Apple Watch app
- Apple TV app
- Social network
- Augmented reality

Note: Other app technology topics will highest potential grade will be a "B".

Deliverables uploaded to D2L;

- Detailed documentation of requested in steps 1-5 above in a Design Report Proposal format.
- A PowerPoint presentation that describes steps 1-5 in summary form and includes Empathy Maps, Persona, Embrace POV, and User Journey diagrams.