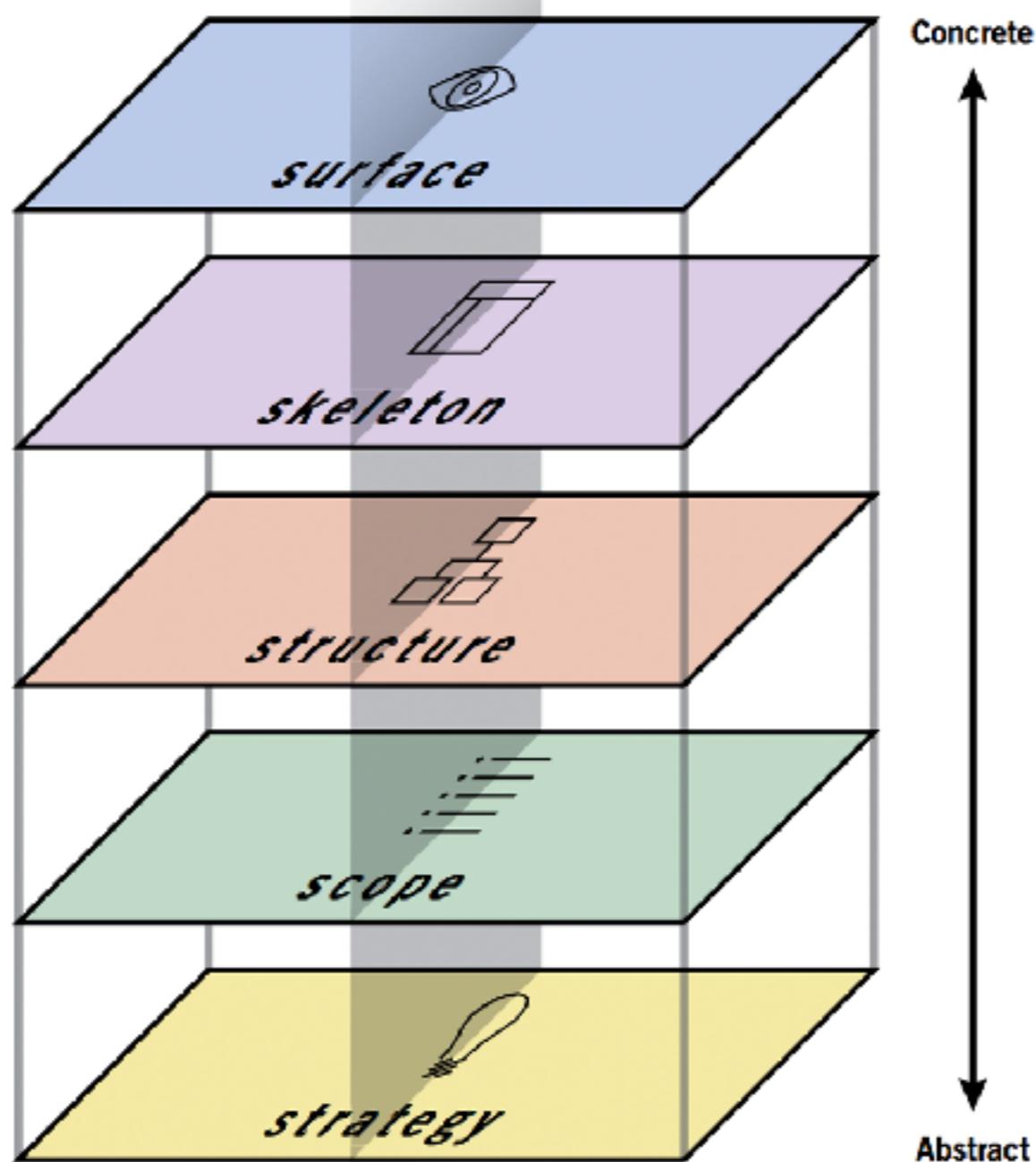


# Week 2: Scope

PUCD 2125 Section F, Spring 2018

product as functionality | product as information



# Strategy

**product as functionality** | **product as information**

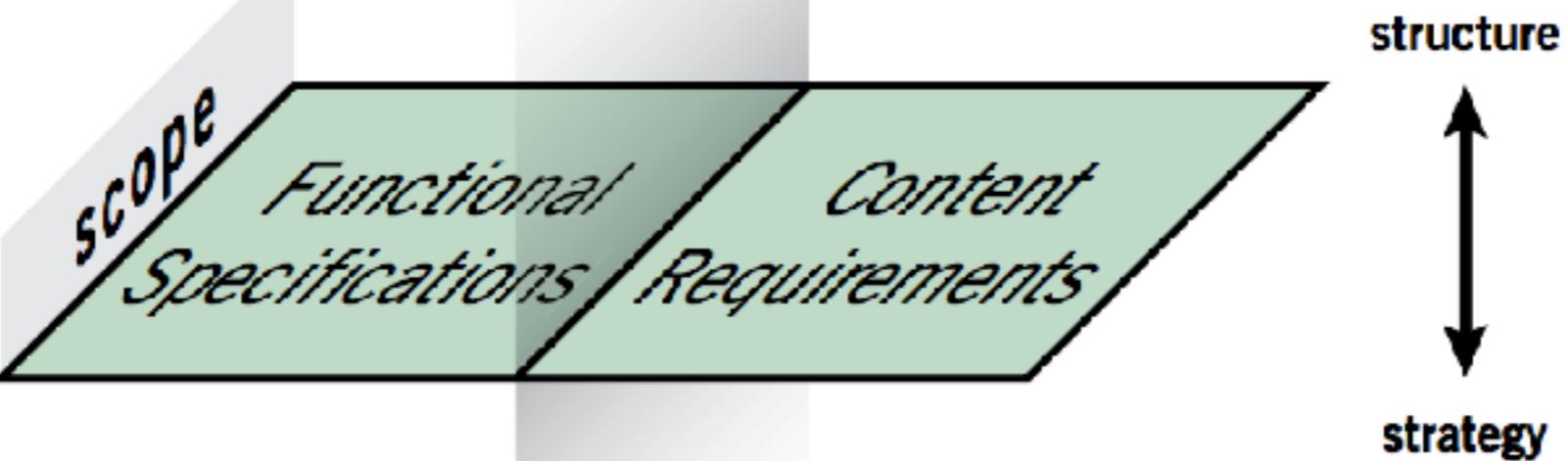


**Why** are we designing  
and building something?

**Who** are we designing  
and building something  
for, what are their needs?

# Scope

**product as functionality** | **product as information**



**What** are we making?

What are we **not** making?



“Good design is as little  
design as possible”



“Good design is as little  
design as possible”

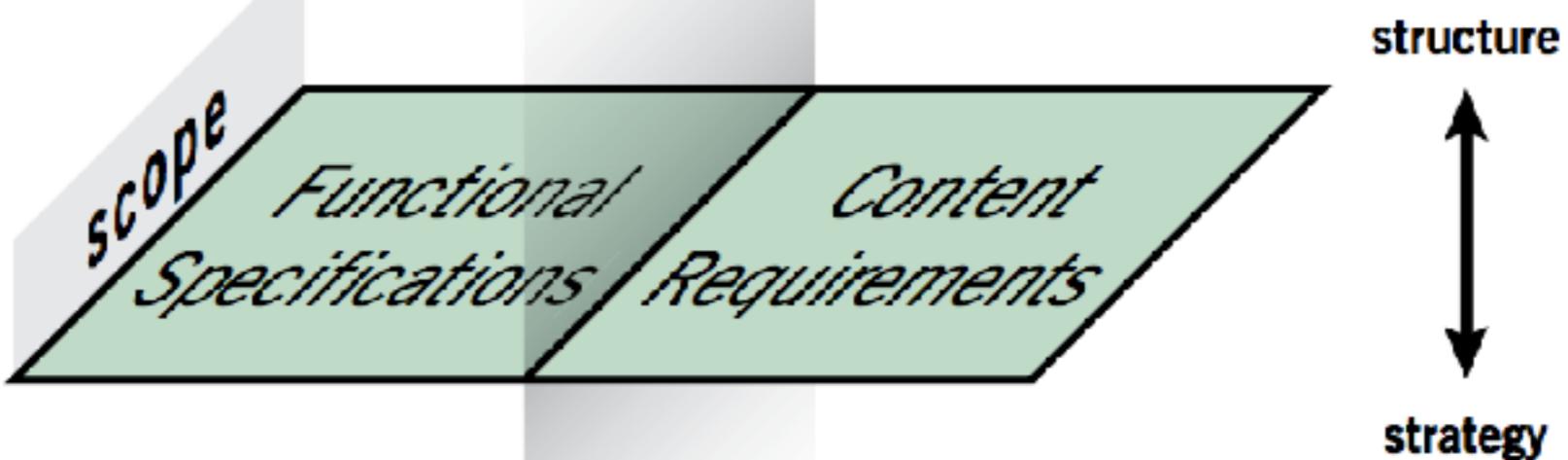
– Dieter Rams

# Scope creep



# Functionality & Content

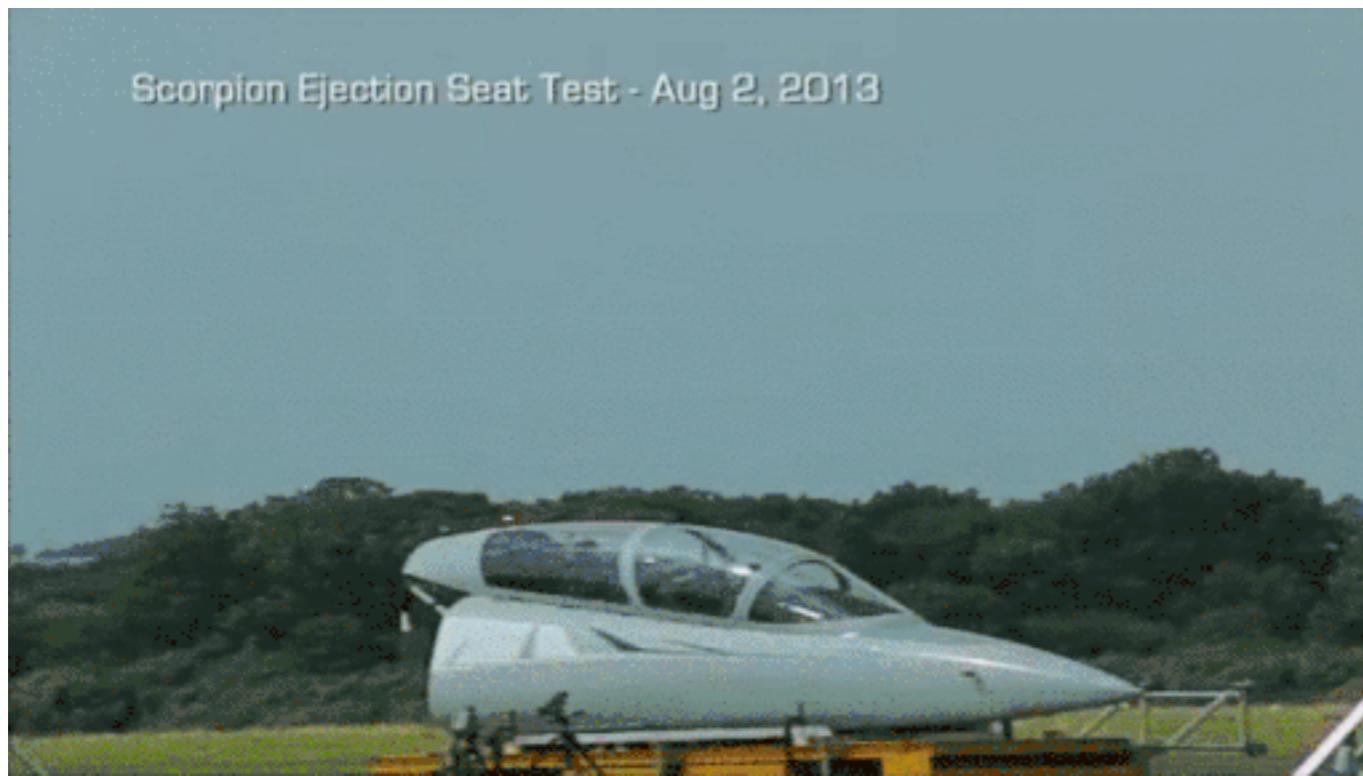
**product as functionality** | **product as information**



# Functional Specifications

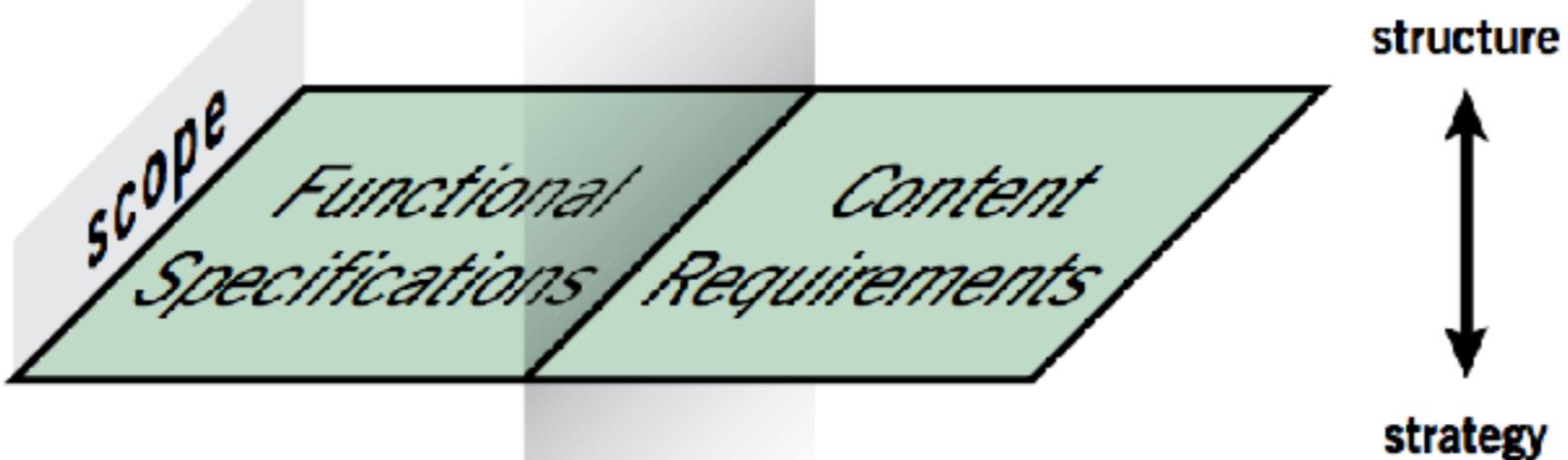
What do our users  
need to be able to do?







**product as functionality** | **product as information**



# Content Requirements

What text, images,  
videos, etc. are we going  
to need?



Where do requirement  
come from?

- Design objectives and user needs
- Research, precedents, or existing patterns.
- Stakeholders or decision makers.
- We make our own hypotheses (which should then be tested with real users).
- Talk to our intended audiences.

Users sometimes think  
they know what they want.  
They're sometimes right.

...but users sometimes  
don't know what they  
*really* want.



How the customer  
explained it.



How the project  
leader understood it.



How the analyst  
designed it.

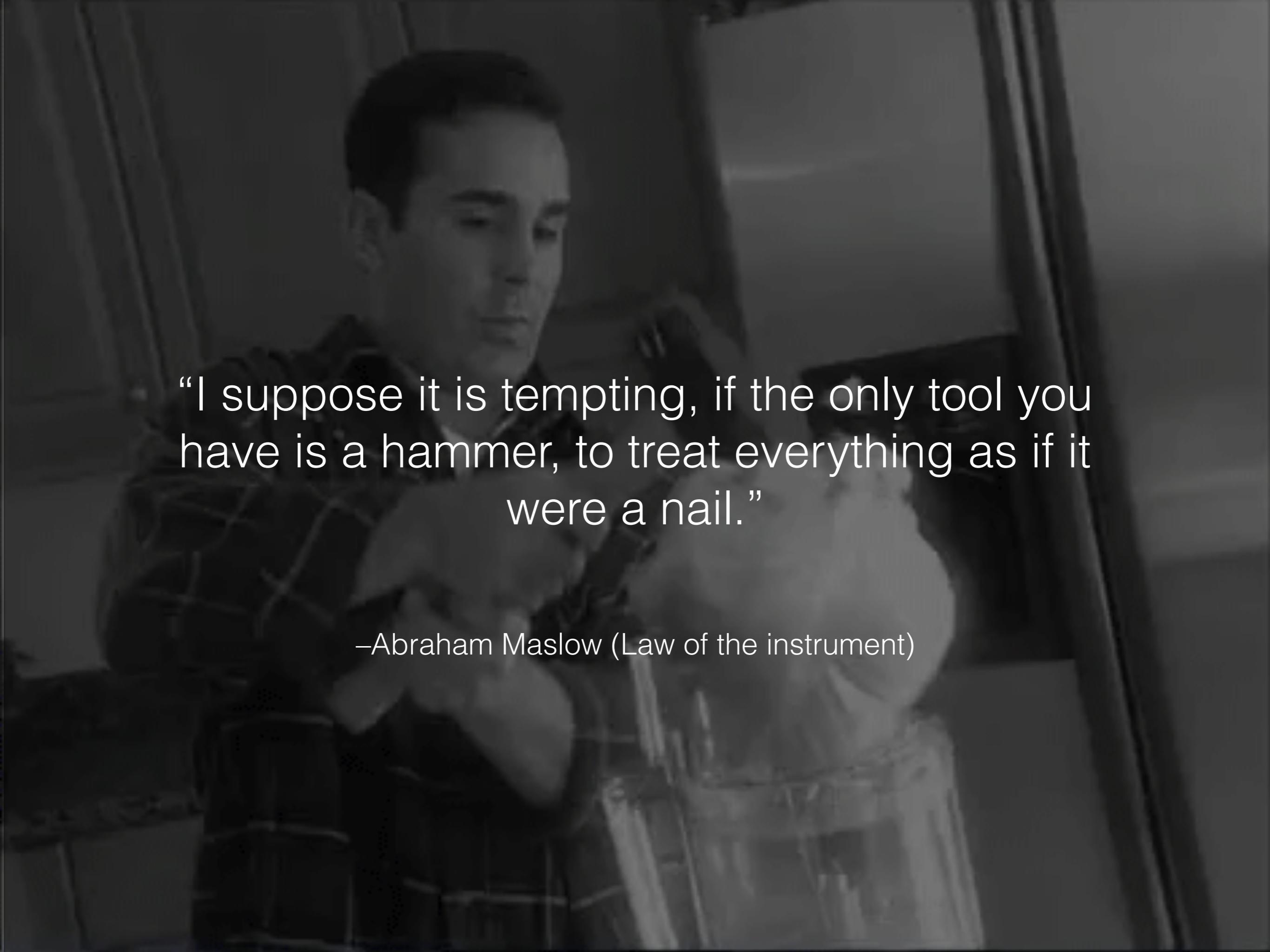


How the programmer  
wrote it.



What the customer  
really wanted.

- Might want an impossible solution.
- Might be treating a symptom rather than a root cause.
- It's easy to be overly reliant on a known approach or pattern.

A black and white photograph of a man from the chest up. He is wearing a dark suit jacket over a light-colored shirt and a patterned tie. His head is bowed, and he appears to be looking down at something in his hands, which are partially visible at the bottom of the frame. The background is dark and out of focus.

“I suppose it is tempting, if the only tool you have is a hammer, to treat everything as if it were a nail.”

—Abraham Maslow (Law of the instrument)

“I suppose it is tempting, if the only tool you have is a hammer, to treat everything as if it were a nail.”

–Abraham Maslow (Law of the instrument)

...and sometimes users  
have no f\*ing idea want  
they want.

“If I had asked people what they wanted, they would have said faster horses.”



“If I had asked people what they wanted, they would have said faster horses.”

–Henry Ford

# Focus Groups

# Focus Groups

What do requirements  
look like?

# Scenarios

# Scenarios

A short narrative about how a **persona** might go about trying to fulfill one of those user needs.

As a [user role],  
I want to [action],  
so I can [motivation].



As a potential rider,  
I want to see cars that are nearby,  
so I can be reassured pickup time  
will be quick.

# User Stories

A short(er) narrative about how a **persona** might go about trying to fulfill one of those user needs.



Potential rider can see  
nearby cars on map.

- Potential rider can see their current location marked on map.
- Potential rider can see their pickup location marked on the map, defaulted to the closest street to their current location.
- Potential rider can drag map to adjust pickup location.
- Potential rider can see nearby cars on map.
- Potential rider can see nearby cars moving in simulated realtime.
- Potential rider can see their estimated pickup time (in minutes, rounded down)
- Potential rider can press the “Set Pickup Time” button to initiate a pickup.

8:00 PM 69%

# Instagram

jeepsandjeeps



1,120 likes

Home Search Camera Heart Profile

8:02 PM 69%

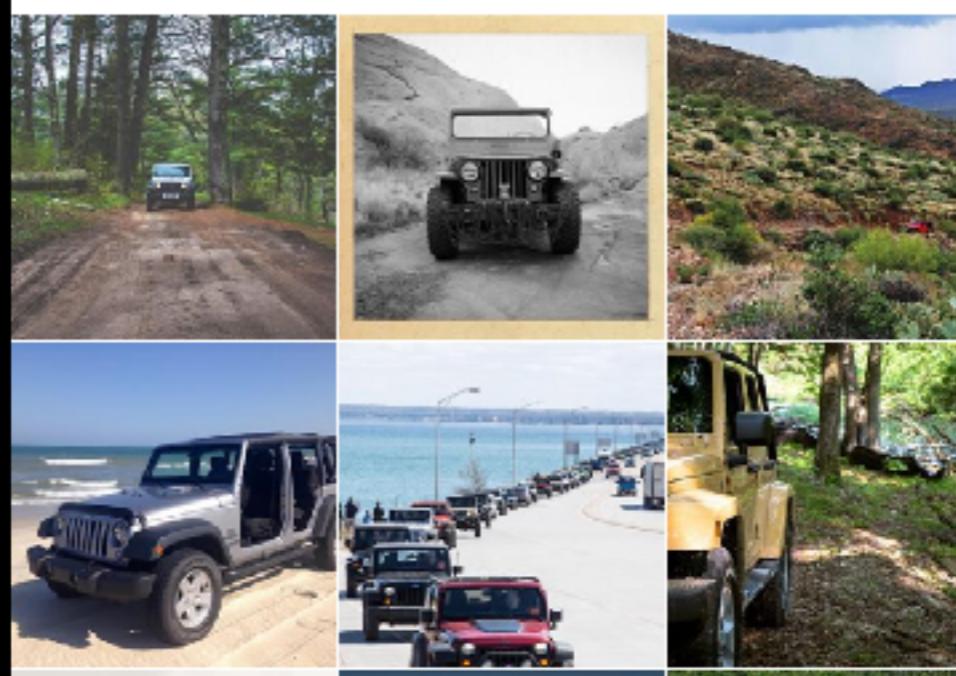
jeepofficial

1050 posts 670k followers 209 following

✓ FOLLOWING

Jeep ✨  
The official Instagram account for the Jeep brand.  
[jeep.com](http://jeep.com)

Grid List Location Filter



# Functional Specifications

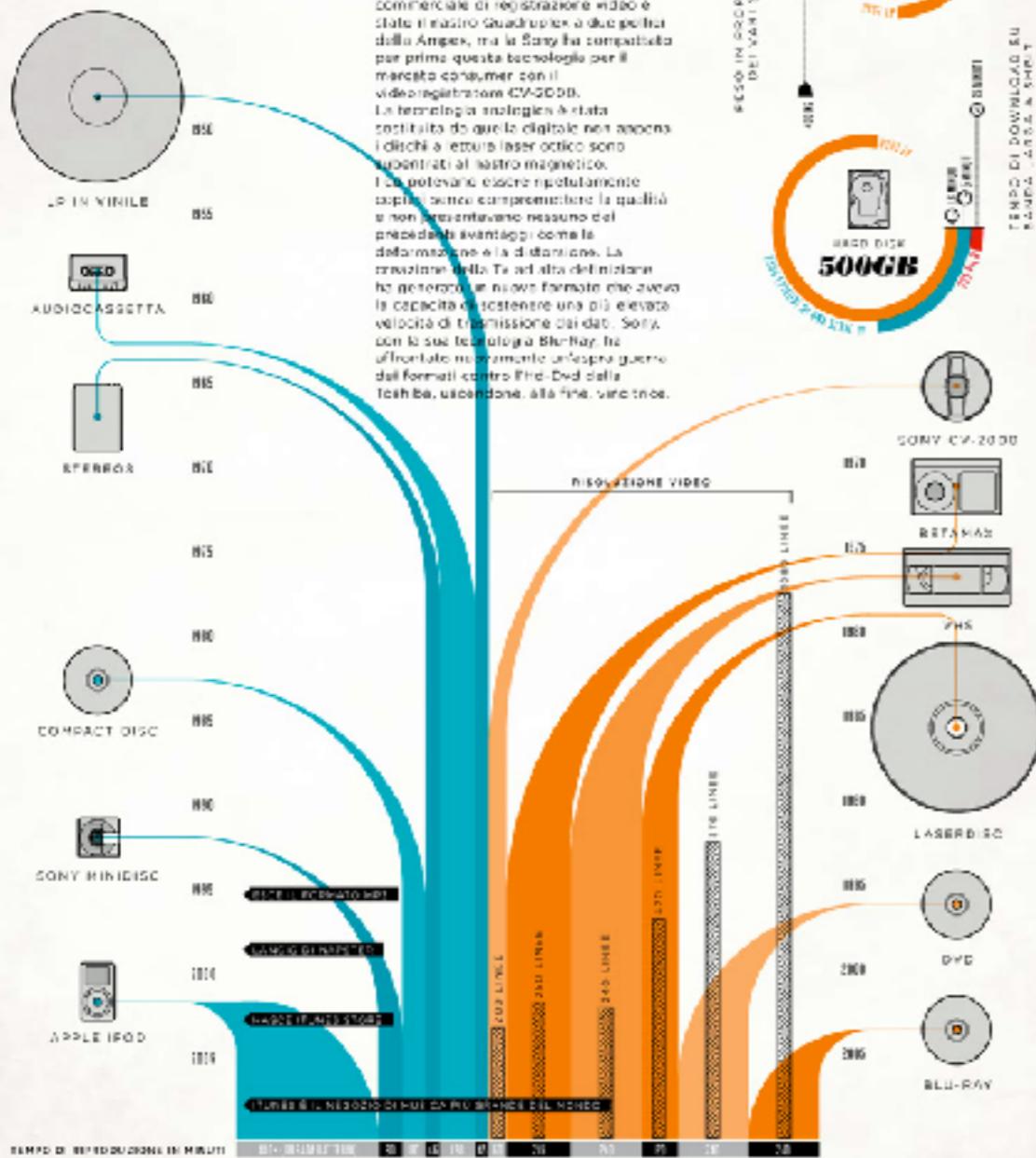
- Accurate rather than exhaustive
- “Living” documents— likely to evolve as project progresses.
- Become more valuable with more people involved in the project.
- “Product Roadmap”— what we’re creating now, and what might come later.

- Be positive: describe what a user CAN do, rather than what they can't do.
- Be specific.
- Avoid being subjective.

# Content Requirements

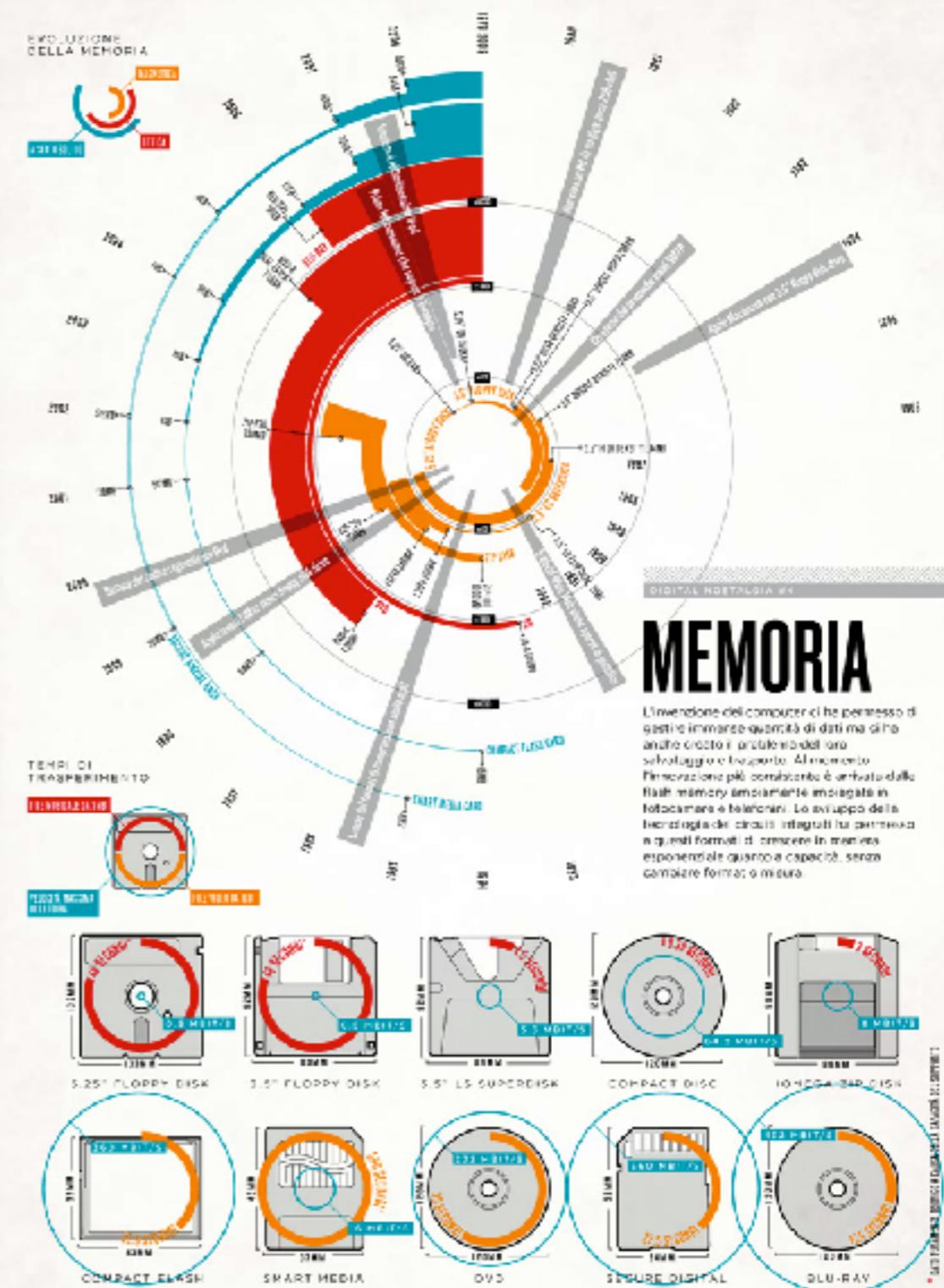
**AUDIO/VIDEO**

Nel secolo scorso, il grammofono è stata il formato di registrazione dei musiche e a tutt'oggi rimane un medium di nichia. L'introduzione della cassetta è stata magico-voce ha permesso alla musica di diventare portatile aperto al momento la tecnologia della registrazione. Il primo grande formato commerciale di registrazione video è stato il nastro Quadruplex a due pollici della Ampeks, ma la Sony ha compatibilità per prima questa tecnologia per il mercato consumer con il video-registratore CV-S200. La tecnologia analogica è stata sostituita da quella digitale non appena i dicitri a espulsione laser ottico sono diventati il nastro magnetico. I due poteranno essere ripetutamente copiati senza compromettere la qualità e non presentavano nessuno dei precedenti vantaggi come la deformazione e la distorsione. La registrazione della Ts ad alta definizione ha generato un nuovo formato che aveva la capacità di sostenere una più elevata velocità di trasmissione dei dati. Sony, con la sua tecnologia Blu-Ray, ha affrontato in gran modo un'epica guerra dei formati contro l'HD-DVD della Toshiba, uscendone, alla fine, vincitrice.



# MEMORIA

L'evoluzione dei computer ci ha permesso di gestire immense quantità di dati ma si ha anche creato i problemi del loro salvaguardia e trasporto. Al momento l'innovazione più consistente è arrivata dalla dual memory: unicamente immagazzinata in fotocamere e televisori. Lo sviluppo della tecnologia dei circuiti integrati ha permesso a questi formati di crescere in maniera esponenziale quanto a capacità, senza compiere formate o misure.



- Our content inventory: what text, images, videos, etc. will we need.
- If we're serving multiple audiences, will each audience need different content?
- Focus on the **purpose** of the content rather than the **format** of the content (for now).

# Prioritizing Requirements

Is this proposed feature or content  
helping to fulfill my strategic  
objectives or audience needs?



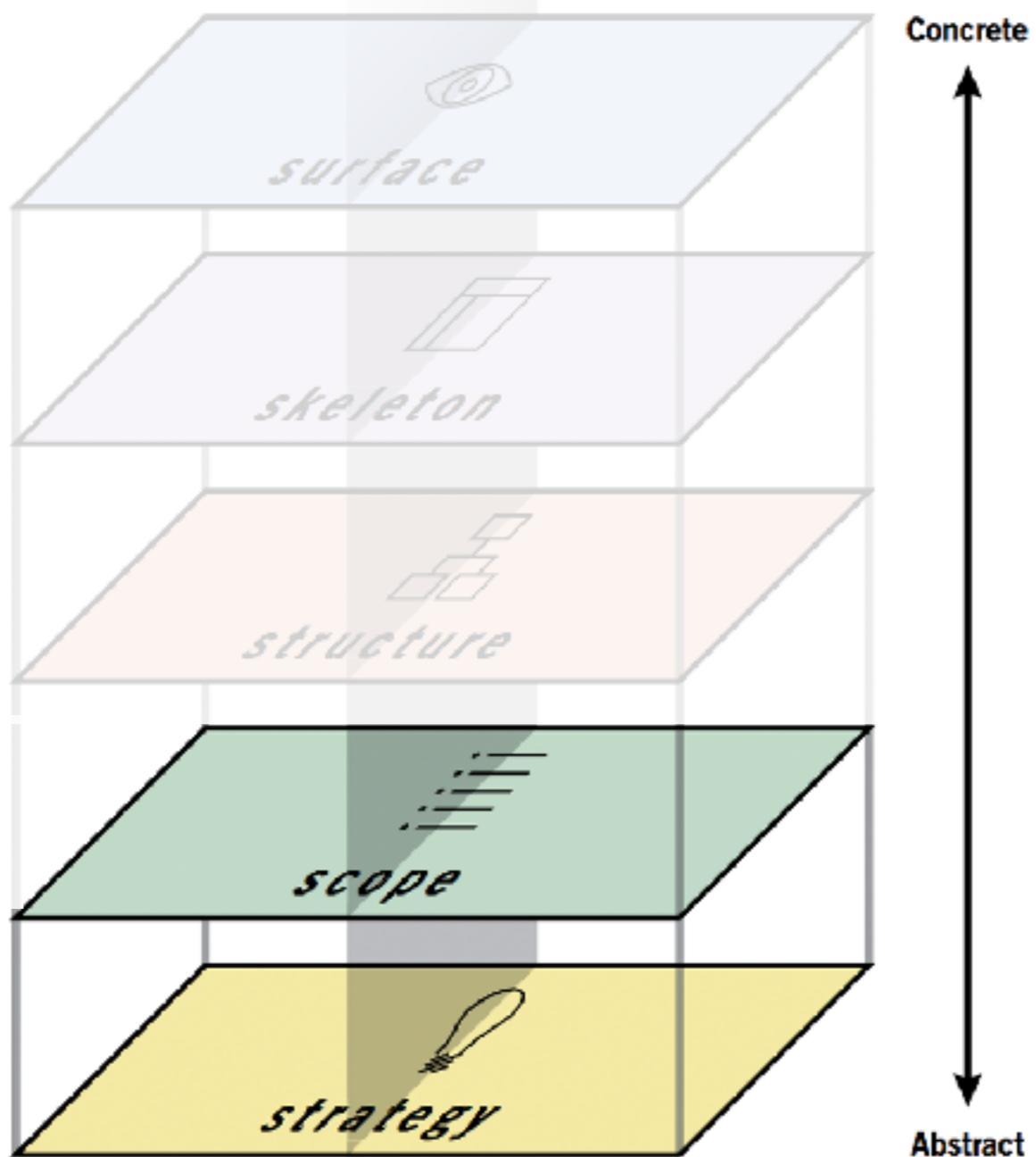
“Good design is as little  
design as possible”

– Dieter Rams

# Feasibility?

- Is it technologically possible?
- Am I capable of executing this?
- How much time do have? Can some of these requirements be postponed (for now).
- What are the implications of a feature in relation to other features?

## product as functionality | product as information



## Exercise:

- Pick a website or app that you use somewhat regularly
- Outline the site/app's *Objectives*
- Outline the site/app's *Audience Needs*
- Outline the site/app's *Functional Requirements*
- Outline the site/app's *Content Requirements*

# Project 1 Brief: Interface Poetry

- Pick a song, poem, or short story.
- You will be designing and building a non-linear experience (there should be multiple ways one can move through the experience) inspired by that song, poem, or story.
- You cannot use any pre-existing artwork that is already associated with the source content (e.g. album or cover artwork)— all visuals will ultimately be designed by you.
- All code must be written by you.

## For Tuesday:

- Read: The Elements of User Experience, Chapter 5.
- Download the software XMind
- Start building your class website. You'll need to be able to post work to your site next week, even if the site is still in progress

For Thursday:

Project 1, Part 1: Strategy and Scope. be ready to present...

- What your source song/poem/story will be
- At least 10 pieces of inspiration, collected in DropMark
- The anticipated *Objectives* of your experience
- The anticipated *Audience Needs* of your experience
- Figure out your Content Requirements
- Figure out your Functional Requirements