[Design Enterprise Studio](http://www.designenterprisestudio.com/)

**Design Brief**

**Client details**

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| Name of organisation: Innovation Spaces Group Name and email address of main contact person: Mark Corderoy, Incubation Manager - Bristol Robotics Lab and Launch Space RBI  Organisation URL, social media (if relevant); <https://www.uwe.ac.uk/life/campus-and-facilities/careers-and-enterprise-facilities/launch-space>  Preferred method of contact: [mark.corderoy@uwe.ac.uk](mailto:mark.corderoy@uwe.ac.uk) |

**Project title and summary**

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| **Interactive information visualisation**  UWE Bristol consists of many innovation spaces and incubator hubs where students can practice digital skills, work on projects with businesses, or even launch/ grow their own organisation. However, students are often not aware of the connection between these spaces and the opportunities they offer to them.  The **Innovation Spaces Group** would like to you produce an interactive map or guide that communicates this information in user-friendly way. The map/ guide needs to be accessible, engaging and intuitive to use. |

**Project deliverables / provisional workflow**

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| * Learn about UWE’s innovation spaces and compile a list. Include main contacts, access details and how a student or recent graduate could benefit from each. * Using the list as a starting point, create key personas of students with typical development needs at different stages in their professional life. * User journey mapping: create a diagram that shows how the personas might progress through the innovation spaces and benefit from what is available at each stage. * Research into interactive information visualisation styles and shortlist five inspirational examples in the public domain. * Having completed a competitor analysis of the 5 examples, summarize your insights as design recommendations, in priority order. * Based on your user journey mapping and design recommendations, conceptualize an interactive solution. * Taking into account UWE’s branding guidelines, put together a visual communication pack (fonts, colours, style of language etc). * Iteratively develop the solution into a functioning interactive map/guide and test this with student users. * Compile a handover documentation for future updates. |

**Process/ tools/ methods**

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| The interactive map will eventually be viewed online or on smartphone. Technical specifications and access to hosting will be provided to you as needed. Logos of individual innovation spaces will be made accessible to you via a shared google drive. There are no limitations re use to creative tools to develop the interactive map/guide, however it would be highly useful if the completed piece could be updated easily. You will need client sign off before publishing online. |

**Client responsibilities**

* Regular feedback to students on project (we recommend weekly or fortnightly)
* Timely access to project assets (e.g. logos, footage, text content, images, social media accounts)
* Clear copyright issues re project assets
* Provide a platform for storage of project assets (OneDrive /Google Docs/ web host)
* Attend milestone events (e.g. client pitch, work in progress presentation, hand-over)

**Student responsibilities**

* Maintain professional communication with the client and module staff
* Contribute to regular client meetings with project updates
* Actively manage the scope and workflow of the project
* Adhere to professional guidelines for data and asset management
* Give professional recommendations on creative and technical aspects of the project

**Studio Staff responsibilities**

* Initiate and maintain project communication with clients and students
* Help to scope projects and initiate agreements (if required)
* Provide location and infrastructure for project work, as well as project milestones
* Support students with business, technical or creative expertise as required
* Gather feedback from clients and assess students

**About the scope and schedule of Design Enterprise Studio projects:**

The Design Enterprise Studio is a creative and technical unit, led by UWE Bristol Staff and populated by students in the final year of their BSc Digital Media Degree. They are assessed on their Design Enterprise Studio work but also on further modules. Therefore, all projects need to be suitably scoped as students can only input the equivalent of 20 working days into a Design Enterprise Studio project.

Important project milestones that involve the client in a more formal capacity include:

October – client pitch and start of the projects  
Jan – interim presentation to client  
March - end of project hand-in/hand-over

Any queries should be addressed to the studio leader Michaela Palmer at [mic.palmer@uwe.ac.uk](mailto:mic.palmer@uwe.ac.uk).

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