

Student submission:

My observation falls under Glance. I observed people attempting to choose the best cell phone carrier and plan to meet their needs. The task was often frustrating and difficult, with no trustworthy, consolidated source of information which took into account all user types (those who needed to find coverage before they could worry about other factors; those who didn't know anything about phones and felt inundated by information; those who didn't know how easy or difficult it is to switch between plans/carriers).

My **point of view** is that choosing a wireless plan should be like choosing an outfit from your closet: easy and straightforward, convenient (it's all in one place), and customizable to your needs one day at a time (you have choices, but they aren't overwhelming).

Staff score and explanation:

Point of view: 5

The student's point of view is clearly stated and cleverly uses an analogy to express the experience described in it. It is specific, but not limiting.

The words I came up with that relate to my design idea are:

access; clarity; imagery; connection; information; simplicity; global; customizable

My inspirations are:

1. **Wi-fi stereo interface** (the old kind, with a digital number for a station setting, and dials and sliders to adjust settings): this design is a simple, easy-to-understand manipulation of given parameters to find the ideal for any given circumstance. A design like this would be fantastic for a website in which people ranked their cell phone needs, and chose variables to suit their lives. There are currently sites with some of these features, but none that I could find with all of the features one might consider, ratable by importance to the user.

2. **Children's Dictionary:** my user interface idea is great for people who know their needs, but some people will need to access information they don't even know they need (like if they've never heard of prepaid vs. long-term commitment plans, or if they don't know why they might need 4G coverage). But this information can easily become overwhelming. Children's dictionaries give the necessary info, but not too much, and it's always in an easy-to-understand format, sorted logically, and often with pictures. It has info and is fun to use.

3. **A really good teacher:** sometimes you just need to ask someone who is in the know, who will give you a straightforward, unbiased answer based on lots of experience. That can be easier than wading through many pages of information. My site idea would offer a series of questions to guide newcomers towards the type of phone and plan that best suits them, in case they are overwhelmed even by a simplified information format (as described in step 2 above).

4. **Fro-yo yogurt stands:** ideally the template would allow not only choosing from available plans, but very much like a fro-yo store, allow customers to completely customize their choices in any combination and be rung-up at checkout, per se ... though diverging from this model, there would be an ongoing price indication every step of the way, so things could be added and put back until the ideal mix was achieved. That wouldn't work at a fro-yo stand. Too messy.

5. Again ideally, the site would allow for varying among plans. Like if you have 3 coats, and you pick one depending on the weather each day (wet but not too cold? cold and wet? very very cold, but dry?) ... so my next inspiration is a **closet of coats**, all of which meet your needs sometimes (no need to be wasteful!), but all of which aren't needed all the time. Ideally, plans would include the ability to choose a lot of data but not much talk time for the month you'll be away on vacation and have no computer access, but a lot of talk time and not much data for the month you'll want to talk with your friends about your day each evening, but will have a computer for data needs.

6. **The game of 20 questions** is another inspiration I used. The asking of multiple binary questions to narrow something down is very applicable for people who are new cell phone users, or aren't aware of their cell-phone needs. The website I envision would ask questions with either yes/no answers, or at the very least simple answers of some sort (with only a few choices), and would use the answers to narrow down user needs into the plan(s) that best suit them of the possible choices.

Staff score and explanation:

Inspiration Quantity: 5

The student has at least 5 inspirations listed.

Inspiration Quality: 5

The student's list of inspirations are extremely diverse and not just limited to the digital domain. Each inspiration has a very specific explanation of how it would directly inspire their interface. You'll notice the student references specific interface designs that they already have in mind, but keep in mind your storyboards are being used to explore divergent solutions that would satisfy your POV. You shouldn't have decided on an exact interface yet, but these inspirations could inspire ideas to include.