Review the user needs you brainstormed in last week's assignment. This week you will begin solidifying these needs by seeking inspiration, developing a point of view, and creating two storyboards. We also encourage you to download a low-fidelity prototyping tool like Balsamiq in preparation for the next assignment.

**1: Define a Point of View**

Your first step is to choose a design brief and write down a point of view (that relates to the brief) in a sentence or two.

**What's a point of view?** It's your take on a high-level design strategy, before actually designing a solution.

* For example, if you wanted to improve the check-out experience at the grocery store, your point of view might be: "waiting in line is intrinsic, but the boredom is not". This would lead to design solutions such as showing news or playing games whilst waiting in line.
* Alternatively your point of view might be "with a good scheduling interface, no one should have to wait in line." This might lead to better ways for employees to staff registers and consumers to pick them.
* Or, you might have a totally different point of view: let's make grocery stores more like farmers' markets, where payment is distributed across the stands that have the food.

All of these are valid points of view, they do suggest different possibilities and have different implications/entailments for what constitutes a good design. They do not restrict your thinking to one solution - they are general enough to give scope for multiple solutions.

**What makes a good point of view?** It should clearly express the problem/opportunity. And it should make clear what a good solution would accomplish. Write yours down.

Remember that you will work on this project for the rest of the quarter. Thus, coming up with a good point of view that you can successfully tackle in the remaining weeks is crucial.

**2: Make an inspiration board**

Your next step is to find inspiration for the solutions you will be brainstorming. Inspiration can be existing applications, artifacts, products, services, or anything that relates to your concept. Here, web search is your friend (potentially useful sites include Google, Google Scholar, the ACM Digital Library, TechCrunch, Engadget...). Some things you find will be quite related, but it is important to interpret "related" broadly. The relationship could be very concrete or very abstract. It may be that a carrot-peeler or a measuring cup is your inspiration for an elegant and ergonomic software interface design. You may be inspired to improve upon an existing service or go in a totally different direction. Cast the net wide and find as much (i.e., diverse inspirations) as you can.

**Your Inspiration Board:**

a) Start your “inspiration board” by listing 5-10 words that relate to your design idea. These words can be anything from similar designs to feelings that the idea evokes.

b) Once you’ve listed your words, come up with at least five inspirations, and share them by providing links or images to the submission. For each inspiration, give a brief (1-2 sentences) and insightful explanation of why you chose it (What did you take away from it? What did you learn from it?... In other words, why did it inspire you?). Each of these inspirations should offer a different perspective to the design you are working on.

**Benefits of Inspiration Boards:**

1) Making an inspiration board helps you understand the existing landscape, sort of like a competitive analysis.

2) Inspiration boards help inspire you to do things you wouldn’t have otherwise thought of.

Good example: If you were making a travel app, your words could be: relaxing, paradise, getaway, Europe, blue, etc. Then, some inspirations could be tripadvisor.com, souvenirs, Twitter, Bank of America mobile banking app and so on. You should not be submitting inspirations with tripadvisor.com, travelocity.com, expedia.com, as these websites all offer the same type of services and therefore, do not add anything “diverse” to the set. While it’s true that Google has a clean minimal layout and the iPhone has a beautiful design, citing those as inspiration wouldn’t be very specific.

Remember to be creative. Think big, but also stay focused and be specific with your inspirations.

**3: Create 2 Storyboards**

Next, come up with two design ideas that address/engage your point of view. Illustrate each of these ideas with a storyboard.

A storyboard is a comic-strip-like set of drawings about what your interface does and how it is used to accomplish tasks in a real usage scenario. Feeling stumped about how to show your ideas visually? Check out "[Understanding Comics](http://books.google.com/books?id=tUwqbo48lp4C)" by Scott McCloud and Amal Dar Aziz's excellent [Guide to Storyboarding](http://spark-public.s3.amazonaws.com/hci/assignment_ressources/assignment3_storyboard_notes.pdf). A good storyboard should clearly demonstrate who the user is, the usage situation, and the user's motivations for using the interface. It should show what the user can accomplish with your interface, but it needn't (and often shouldn't) show a specific user interface design. Check out our [lecture video](https://class.coursera.org/hciucsd-005/lecture/21) to learn more.

Each storyboard should comprise 5-8 panels and fit on two 8.5" x 11" or A4 (or similar size) sheets of paper. Use a thick pen like a Sharpie, ballpoint pen or pencil is not acceptable. A thick pen is a good reminder to focus on the high-level and not sweat the details at this point. (Don't worry, in a few weeks you'll have plenty of time to sweat the details.) Remember that the two storyboards should diverge, meaning that they each represent different design ideas that address your point of view. As an example, the following storyboards both address the point of view "Through clever scheduling, homework doesn't have to be a time-consuming and dreaded process": [Storyboard 1](https://d396qusza40orc.cloudfront.net/hciucsd/assignment_ressources/Student%20Examples/Assignment%202/s1.pdf), depicting a way to prioritize tasks [Storyboard 2](https://d396qusza40orc.cloudfront.net/hciucsd/assignment_ressources/Student%20Examples/Assignment%202/s2.pdf), depicting a way to factor in breaks.

**4: Download Balsamiq & Sign-up for Webflow**

In assignment 3, you will be developing a wireframe prototype; in assignment 4 and 5, you will be developing an interactive, high fidelity prototype. You may find it useful to download an appropriate tool for this task now, in order to get familiar with it in advance of these assignments. For wireframing, we recommend Balsamiq; for the high fidelity prototype assignments, we recommend Webflow.

**Important: You need to fill out a form to extend your Webflow free trial by Sunday, Jul 20, 10:00 pm PDT (same as Assignment 2 deadline). Visit** [**How to: Download Tools**](https://class.coursera.org/hciucsd-005/wiki/view?page=DownloadingTools) **for more information.**

***What's this for? A UX agency perspective***

*by Mike Davison, Community TA and UX Project Manager*

*Agencies use storyboards to convey to clients potential solutions to a given problem....problems discovered during needfinding. Doing it this way allows you to tell a story and explain how a user will interact with your design, without the need to draw a single pixel or code a single line. Storyboards are generally used during the discovery phase of a project, or during pitching activities when we are trying to dazzle a client with our creative thinking!*

**Submit**

Your write-up will contain:

 A brief description of the activity that you observed in the last assignment, what brief it falls under and what point of view you chose.

 5-10 words that relate to your design idea.

 Five diverse, existing inspirations that relate to your thinking and insightful explanations of why you chose those designs.

 A comprehensive set of digital photos or scans of both of your storyboards. Remember that the two storyboards should diverge, meaning that they each represent different design ideas that address your point of view.

**Common "I wish" Feedback:**

The following statements are common feedback given on this assignment. We call these statements "I wish" feedback because they are a way to express things that you wish the assignment had contained. You could think of these as common problems to avoid.

 Point of view should more clearly express the problem/opportunity. [Here is an example](https://d396qusza40orc.cloudfront.net/hciucsd/assignment_ressources/Student%20Examples/Assignment%202/A2ExWish-POV.pdf) of a POV that would receive this feedback.

 Inspirations should be more diverse.

 Storyboards should more clearly relate to the POV.

 Storyboards should show more divergent design solutions.

**Student Examples**

* This example includes a point of view that is clearly stated, describing criteria to focus it but not limit it. The list of inspirations in this example show extreme diversity, particularly in extracting ideas from non-digital solutions: [POV and Inspiration example 1](https://d396qusza40orc.cloudfront.net/hciucsd/assignment_ressources/Student%20Examples/Assignment%202/A2Ex-POVandInsp1.pdf)
* In this example, the POV is mostly clear, but may be too limiting. The inspirations are diverse across domains with short, yet concise reasons as to why they were chosen: [POV and Inspiration example 2](https://d396qusza40orc.cloudfront.net/hciucsd/assignment_ressources/Student%20Examples/Assignment%202/A2Ex-POVandInsp2.pdf)
* The following storyboards both address the point of view "Through clever scheduling, homework doesn't have to be a time-consuming and dreaded process": [Storyboard 1](https://d396qusza40orc.cloudfront.net/hciucsd/assignment_ressources/Student%20Examples/Assignment%202/s1.pdf), depicting a way to prioritize tasks and [Storyboard 2](https://d396qusza40orc.cloudfront.net/hciucsd/assignment_ressources/Student%20Examples/Assignment%202/s2.pdf), depicting a way to factor in breaks.
* These storyboards both address the point of view "Keeping track of happy moments can help us appreciate them, grow in self-awareness, and be happier.": [Storyboard 1](https://d396qusza40orc.cloudfront.net/hciucsd/assignment_ressources/Student%20Examples/Assignment%202/s3.pdf) and [Storyboard 2](https://d396qusza40orc.cloudfront.net/hciucsd/assignment_ressources/Student%20Examples/Assignment%202/s4.pdf) show two different ways to keep track of moments.

**Evaluation criteria & Grading rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **Unsatisfactory** | **Bare minimum** | **Satisfactory effort & performance** | **Above & Beyond** |
| Point of view | 0: No point of view or irrelevant point of view. | 1: The student's point of view does not express a problem or opportunity, does not create requirements for a solution, or does not relate to the design brief. | 3: The point of view relates to the brief and the problem and solution are clearly stated, but the solution requirement is too general (any solution meets the requirement) or is too specific (allows for only one solution). | 5: The problem and solution requirement are clearly stated in the point of view; the requirement allows for focus without being too constraining. |
| Inspiration Quantity | 0: The student did not come up with inspirations or gave an irrelevant answers. | 1: The student found 1 - 2 inspirations. | 3: The student found 3 - 4 inspirations. | 5: The student found 5+ inspirations. |
| Inspiration Quality | 0: The student did not come up with inspirations or gave an irrelevant answers. | 1: The inspirations had no explanations. | 3: The inspirations were obvious (didn't require observation) and/or the explanations were vague and confusing and not directly related to their design idea. | 5: Inspirations were diverse and had insightful explanations directly related to their design idea. |
| Storyboard #1 | 0: The student did not submit a storyboard. | 1: The storyboard is hard to follow or does not address the problems and solution requirements identified in the point of view. . | 3: The storyboard reasonably addresses the problems identified in the point of view, but a reader may have lingering questions about the situation depicted. | 5: The storyboard is easy to follow. Someone else could come up with a distinct prototype that would correspond with the point of view just from looking at the storyboard. |
| Storyboard #2 | 0: The student did not submit a second storyboard. | 1: The storyboard is hard to follow and does not address the problems and solution requirements identified in the point of view. | 3: The storyboard reasonably addresses the problems identified in the point of view, but a reader may have lingering questions about the situation depicted and/or it does not diverge and represent a different solution from the first storyboard. | 5: The storyboard is easy to follow. Someone else could come up with a distinct prototype that would correspond with the point of view just from looking at the storyboard. It clearly diverges and represents a different solution from the first storyboard. |

# Раскадровка

Прошлая лабораторная работа была посвящена обзору потребностей пользователей. На этой лабораторной работе, займемся закреплением этих потребностей, разработав точку зрения и создав две раскадровки.

В качестве инструмента возможно удобно будет использовать такое приложение как Balsamiq.

## 1 Определение точки зрения

Первый шаг – выбрать активность и записать точку зрения (которая соответствует активности) одним или несколькими предложениями.

Что такое точка зрения? Это ваше мнение о стратегии дизайна (на высоком уровне), до того как вы действительно к проектированию решения.

Например, если вы хотите улучшить зону касс в продуктовом магазине, то ваша точка зрения могла бы быть такой: «Ожидание в очереди необходимо, но не должно быть скучным». Это должно стать поводом, для разработки решения, которое показывает новости или позволяет поиграть во что-то в ожидании очереди.

Альтернативной точкой зрения может быть: «у хорошо спланированного интерфейса, никто не должен стоять в очереди».

Или вы можете иметь координально иную точку зрения: «Давайте сделаем продуктовый магазин на подобии рынка, где расплачиваются прямо около стендов с едой»

Любая из этих точек зрения правильны. Они не ограничивают ваше мышление, они достаточно общие, что бы дать простор для нескольких решений.

Что делает точку зрения хорошей? Следует четко выразить проблему/возможность. И должно стать ясно, что хорошее решение должно выполнять.

## 2 Создание доски вдохновения

Следующий шаг – найти вдохновение для решения. Вдохновением может служить существующее приложение, артифакты, продукция, услуги, все что угодно, что соответствует вашей концепции. Для этого хорошо использовать веб поиск (Google, Google Scholar, the ACM Digital Library, TechCrunch, Engadget, artlebedev.ru). Некоторые вещи будут хорошо коррелировать, некоторые нет. Возможно, терка для моркови или мерный стакан станут вашим вдохновением для элегантного пользовательского интерфейса. Вы можете вдохновиться улучшением существующего сервиса или пойти в принципиально ином направлении. Попробуйте посмотреть на все шире.

### Ваша доска вдохновения

А) Начните доску вдохновения со списка из 5-10 слов, которые коррелируют с вашей идеей. Эти слова могут быть чем угодно от похожего дизайна до чувств которые пробуждает идея.

Б) После того, как вы составили этот список. Придумайте/выберите не менее пяти вдохновений, предоставив их в виде ссылки или картинки. Для каждого вдохновения предоставить короткое (1-2 предложения) и проницательное пояснение почему вы выбрали его (Что вы взяли от него? Чему вы научились в нем? Другими словами, почему оно вас вдохновило?). Каждое из этих вдохновений должно предлагать другое видение на дизайн над которым вы работаете.

### Что дает доска вдохновения

1. Создание доски вдохновения, поможет понять существущее окружение, сродни конкурентного анализа.
2. Доска вдохновения поможет вдохновить вас на сделать вещи, над которыми вы иначе даже не задумались.

**Хорошие пример слов:**

Если вы делаете приложение для путешествий, то вашими словами могут быть: отдых, рай, египет, лазурный и т.д.

Другим вариантом может быть: coraltravel.ru, Aeroflot.ru… На самом деле не стоит в качестве вдохновения использовать название сайтов или уже готовых продуктом, таких как iPhone. Эти вдохновения вряд ли позволят вам создать, что-то новое.

Будьте творческими. Думайте широко, но при этом оставайтесь в фокусе вашего продукта.

## 3. Создание двух раскадровок

Придумайте две дизайнерские идеи, которые выражают/описывают вашу точку зрения. Проиллюстрируйте каждую из них раскадровкой.

Раскадровка – комикс о том, что ваш интерфейс делает и как используется для выполнения задач в режиме реального использования. Хорошая раскадровка должна показать, кто является пользователем, ситуацию использования и мотивацию пользователя для использования интерфейса. Необходимо показать, что пользователь может выполнить при помощи интерфейса, но не надо показывать конкретный дизайн интерфейса.

Каждая раскадровка должна включать в себя 5-8 панелей, на 2 листах А4. Рекомендуется использовать толстый фламастер, а не карандаш или ручку, что бы не заострятся на деталях. И не стирать не удачную линию переделывая по несколько раз один кадр. На данный момент это не так важно.

Помните, что обе раскадровки должны показывать разные пути для достижения одной и той же точки зрения.

Например, точка зрения «При правильном планировании, домашнее задание не должно быть длительным и пугающим процессом». Одна раскадровка: изображает расстановку приоритетов задач. Другая раскадровка: изображает планирование и оптимизация перерывов.

## 4. Можно использовать Balsamiq

Пока в качестве ознакомления, можно посмотреть на Balsamiq Mockup как инструмент создания прототипов форм. Webflow – как инструмент для создания высокоуровневых интерактивных прототипов.

## Артифакты

Краткое описание активности, наблюдаемой в предыдущем задании. Точка зрения которую вы выбрали.

5-10 слов которые коррелируют с вашей дизайнерской идеей.

5 разных, «вдохновений» которые коррелируют с машей идеей и поясняют почему вы выбрали такой дизайн.

Два набора раскадровок описывающих как достичь выбранной точки зрения. Способ достижения должен быть различным.