Introduction to Course 3

Use research to inform ideation

Build goal statements

- Video: Create goal statements 5 min
- Reading: Learn more about goal statements
 10 min
- Practice Quiz: Practice Activity:
 Build a goal statement for the
 CoffeeHouse project
 1 question
- Reading: Activity Exemplar: Build a goal statement for the CoffeeHouse project

 10 min
- Practice Quiz: Activity: Build a goal statement for your portfolio project 1 question
- Discussion Prompt: Share your portfolio project goal statement 10 min

Outline user flows

Create storyboards

Get started with wireframes

Week 1 review

Activity Exemplar: Build a goal statement for the CoffeeHouse project

Here is the completed exemplar for a created goal statement, along with an explanation of how the exemplar fulfills the expectations for the activity.



Exemplar

For this example, we're going to use a problem scenario for CoffeeHouse and examine a goal statement solution.

Our problem statement is:

Anika is a busy marketing intern who needs a faster, more collaborative way to take many coffee orders at once because taking individual orders takes too long and isn't a good use of Anika's time.

Remember, the problem is defined in the problem statement, and the solution is listed in the goal statement. Our goal statement solution for Anika's problem is:

GOAL STATEMENT							
Our_	CoffeeHouse app		_ will let users		place group orders in advance		
produc		rhat)			perform specific actions (what)		
which will affect			users who have to make and pick up large orders				
			describe who the action will affect (who)				
by letting users skip the in-store order line and saving them time							
describe how the action will positively affect users (why)							
We will measure effectiveness bytracking orders of 5+ items placed through the app							
					describe how you will measure the impact		

The CoffeeHouse app will let users place group orders in advance, which will affect users who have to make and pick up large orders by letting users skip the in-store order line and saving them time. We will measure effectiveness by tracking orders of 5+ items placed through the app.



Assessment of exemplar

The goal statement is:

"The CoffeeHouse app will let users place group orders in advance, which will affect users who have to make and pick up large orders by letting users skip the in-store order line and saving them time. We will measure effectiveness by tracking orders of 5+ items placed through the app."

This was a successful goal statement because it:

- Identified the product as an app that will be created
- Defined the action the product lets people perform, which is placing group orders in advance
- Indicated who the action will affect, which is people who need to make and pick up large orders
- Described how the action will affect them, by skipping the line and saving time
- Defined how the app's effectiveness will be measured, by tracking orders placed through the app

Now compare the goal statement above to the CoffeeHouse goal statement you created. Did you meet the five criteria for a successful goal statement?

If you met each of the five criteria, nice job! If there are criteria you missed, then these are areas where you can improve your goal statement. Go back and try re-writing your goal statement with these criteria in mind!

Mark as	completed
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