

3. Design Proposal

Slides due by: 12:00pm 26 August 2024 (Week 6); presentations during contacts Week 6.

Charter due by: 12:00pm 30 August 2024 (Week 6)

Weighting: x 1 Team

Tasks:

Team Contract: teams will submit a signed team charter that details how the team will approach project communication, process and contribution.

Design Proposal Presentation: In teams prepare and deliver a presentation that outlines the problem space and how prototypes will help you better understand the problem space

Introduction

The purpose of this assignment is to define your project and introduce your team/group. There are countless possibilities for innovative and novel solutions in each of the problem domains. There are very real human issues at stake that will require considered design and technological approaches. Go beyond the staid and the mundane, by giving the social & emotional contexts of each domain the depth of consideration they deserve.

In this proposal, you will describe the specific domain/problem space you intend to explore and some potential solution/s you have conceptualised to explore that space. It is expected that you will draw on the Domain Research conducted previously and leverage the proposed methods for further investigation.

You **must** connect with real, potential users and additional stakeholders and to articulate their characteristics, needs and desires through your work. For example, if you intend to work with motorcycle safety as a domain, you will need access to people who ride motorcycles, as well as other road users, and (ideally) public servants and/or manufacturers who work with road safety. Your proposal should describe the methods and approaches you will use to engage people with the domain to further your understanding of the problem space and the suitability of your proposed solution/s. Interviews, on-site observations, focus groups and/or co-design workshops are obvious methods of engagement with users, among the many others you will have experience with from prior courses such as design thinking or HCI.

The ability to work effectively with colleagues with different skills and backgrounds is essential in the workplace and is sought-after by employers. Specifically, technology and design computing students need experience working in domains that can leverage their full suite of skills. The projects you develop this semester provide the chance to develop these competencies and more. In introducing your team, you will present a critical analysis of team member competencies and aptitudes.

The key to success this semester is working together: come up with a solution that exploits social and mobile computing to improve and innovate in your team's chosen domain. This means considering the problem space from both a technical and a design perspective.

What to do

Form a team

The previous assessment – Design Implications & Opportunities – provides a body of research and focused design opportunities for teams to form around. Your team proposal should incorporate and build upon the research already conducted, the methods proposed for further investigation, and potentially the design opportunities already identified.

Teams of five (5) will be formed during the Week 5 contacts where we will be exploring themes that emerge from the domains researched in the first assessment. While teams will be self-selected, you should aim to form around areas of interest rather than social ties. You should aim to have a well-balanced team, where **all** members are willing to contribute to **all** aspects of the project - user research, user testing, prototype development, documentation, UX & interaction design, and project management.

Each team is asked to set up a Github repository. Github makes it possible to set up tasks and milestones, track issues that are based on your plans, and has a built-in wiki for project/process documentation. Course staff must be invited to your repo.

Draw up and agree to a Team Charter

Before starting work on the proposal, it is important for teams to draw up a team charter that outlines how the team will manage decision-making, communication and contribution for the project; how the team will mitigate risks and conflict. Most teams' issues are borne out of expectation mismatches and miscommunication. The aim of the team contract is for you to **discuss together** what expectations you have for communicating and working together to ensure the success of the project. This should not be written as an academic exercise to impress the teaching team. It should be written as an understanding between team members that will be upheld during the project. This contract will be referred to should conflict arise within the team. We will undertake activities in-class to assist you in developing your charter.

Required Content

Team Details:

- Project Title
- Team Name
- Github URL

For each team member:

- Full name (include any preferred names)
- Program of Study
- Email address
- Statement of aims: each team member should *reflect* on their strengths and weaknesses and *describe* what they hope to achieve through working on the project. It is not necessary here to list out skills & capabilities; rather each team member should consider their aspirations & goals for their learning through the project.
- Duties: It is important to note that a team member's strengths should not necessarily define their role or duties. This project is a learning opportunity and duties in the team should be assigned on that basis, not on the existing strengths of each person. Every

member of the team is expected to contribute to the implementation and development of the prototype. When identifying duties for team members, you should consider:

- What each members' responsibilities are, and how they will work together with other peoples' responsibilities
- What the key roles are within the team. Avoid silo-ing team members - duties should align with the needs of the project and the learning objectives of each team member, not necessarily their strengths.
- Who will lead the team/group and take the lead in communicating on behalf of the team/group.

Communication Agreement:

When discussing how the team/group will communicate and work, you should consider:

- Primary channel of communication & secondaries; expectation of response times; meetings & meeting management
- How decisions will be made within and about the project
- Where and when your team/group will meet and how you will communicate. Workload Agreement (management & delegation of tasks; re-delegation of workload; include how you will be working with Github to manage the project)

Conflict Resolution Agreement:

Note, these should work for the team and shouldn't be what you think will impress the teaching team. When deciding how the team will manage conflict, you should consider:

- Explain what conflict means for your team. Is it repeated lack of response to communications? Is it poor quality in task output? Provide clear standards for this.
- The process for raising issues within the team. Note this doesn't have to be a formal, laden procedure.
- What action will be taken in the case of conflict, how issues will be raised within the team and what actions will be taken if conflict is unable to be resolved. This should be something that works for (and within) the team and does not involve course staff in the first instance.

Dated signature from each team member:

The document will not be accepted without signatures. All team members should be in agreement on the conditions of the contract and should be involved in the generation of the contract.

Present a design proposal

Prepare a proposal presentation for your project to communicate your domain and potential concept/s to the class in the Week 6 contact sessions. Your aim here is to outline the specific design opportunity you have chosen to explore and the rationale behind it, drawing on and building upon the implications and opportunities described in the previous assessment.

At this point, you may still be grappling with multiple concepts/solutions - describe these, why they are still in contention and what you plan to do to reduce the field of options.

You will have 10 minutes to present, with time following for questions.

Your presentation should:

- Introduce your team & the team's key strengths (outline the combined strengths of the team rather than focussing on individuals).
- Identify and describe the domain you will be working in, using relevant work from the Design Implications & Opportunities, and any additional interviews/observations to support and illustrate your understanding.
- Outline your design opportunity and any initial concepts generated to explore this, again linking to design research and the subsequent investigations (interviews/observations etc.) to support and illustrate your proposals.
- Identify and describe your intended audience. Descriptions of your audience cannot be limited to basic demography. They should reveal important and relevant skills, values, workflows, experiences, priorities etc. that are characteristic of your users.
- Critique existing attempts to design for the space and how your work will offer a better/unique approach.
- Outline the work you will need to do and what will be produced as a result. In doing so, identify what you need to discover and describe the methods and approaches you plan to use to further investigate your domain/design opportunity/concept.

Submission

Submission & Preparation of Documents:

Prepare a 5-slide (and only 5) PowerPoint slideshow as the visual support for your presentation using the following structure:

- Slide 1: Team introduction and strengths
- Slide 2: Domain or problem space
- Slides 3 & 4: Design Opportunity, Audience, Concepts & Previous attempts. The ordering of this is left to you – as it will depend on how defined these are for your project so far.
- Slide 5: Plan of work & methods.

Powerpoint submission to be made to Blackboard on 12pm Monday (week 6), and also uploaded to a Miro board for presentations. Submission format is to be: Presentation PowerPoint file – named TeamName_DesignProposal.pptx. Include your presentation script in the Presenter Notes section of the PowerPoint file.

Why 5 slides? The general rule of thumb when presenting is to spend 2 minutes per slide (unless it is more a slideshow of images). You have 10 minutes to present and should spend 2 minutes per slide covering the content required. When starting with a team introduction, an intro slide is not necessary.

Following your presentation and no later than Friday 12pm (week 6), one member of the team will submit:

- Signed digital copy (PDF) of your team charter – named TeamName_Charter.pdf

At the time of your presentation, your team will submit a signed hardcopy of your team charter to teaching staff. Any issues identified in the team charter will need to be addressed and incorporated into the digital submission.

Criteria

The team charter is pass/fail. The presentation content & delivery will be graded according to the criteria below:

- Concise, specific, and considered description of the *domain/problem* space that will be addressed in the project.
- Clear and detailed description of the *design opportunity/concept*, it's target audience and how it relates to the domain/problem space and the course context.
- *Design opportunity/concept* described offers a creative, genuine, and user-focused attempt at understanding the domain/problem space.
- Sources are intelligently used to illustrate the domain, support the design concept and situate the project in the context of social and mobile computing.
- Plan of work appropriately and realistically captures the research and design methods and work required to deliver a **proof-of-concept prototype** of the concept.
- Clear and articulate delivery of content, well-prepared, making good use of allocated time and supported with relevant visual aids.

Note: a proof-of-concept prototype is an advanced prototype that balances simulation and functionality in order to provide an accurate experience of the concept to the target audience. The prototype will allow users to interact meaningfully with key aspects of the concept - while providing a clear view of the broader concept form.