

project proposal

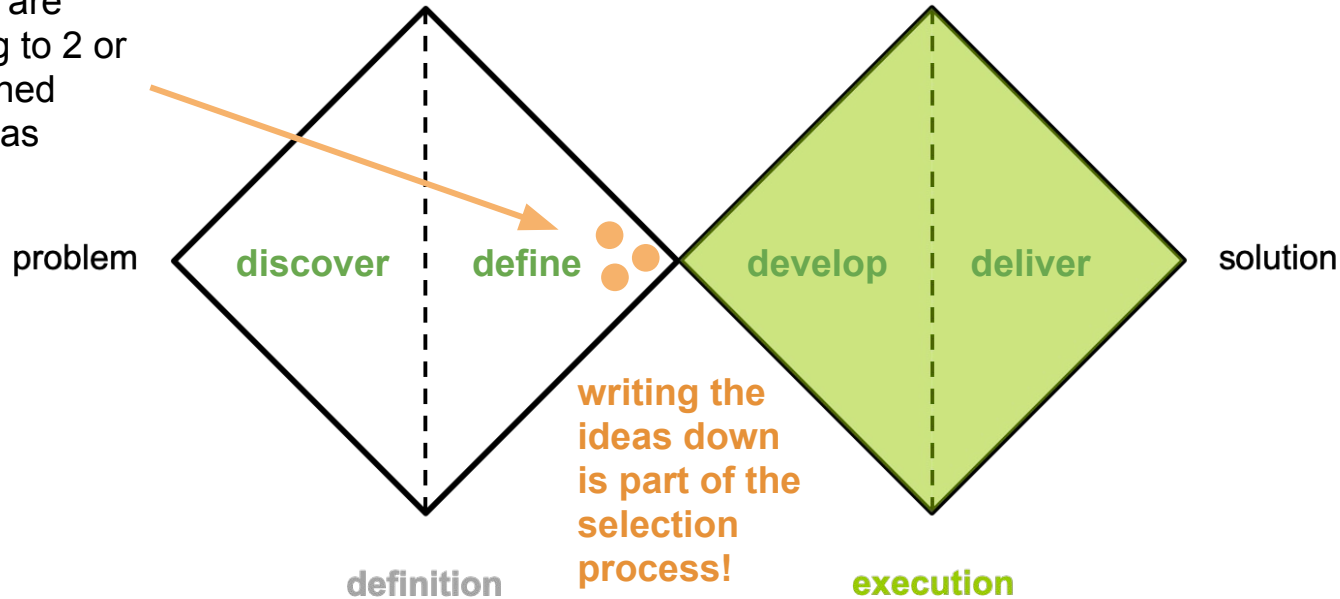
workshop 3d

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doing the **right** thing

doing the **thing** right

today: we are converging to 2 or 3 well defined project ideas



Discover. The first diamond helps people understand, rather than simply assume, what the problem is. It involves speaking to and spending time with people who are affected by the issues.

Define. The insight gathered from the discovery phase can help you to define the challenge in a different way.

Develop. The second diamond encourages people to give different answers to the clearly defined problem, seeking inspiration from elsewhere and co-designing with a range of different people.

Deliver. Delivery involves testing out different solutions at small-scale, rejecting those that will not work and improving the ones that will.

today's plan

- what makes a good project proposal?
- how to write as a group
- **task**
 - write at least 2 or up to 3 of your ideas, one paragraph each.
 - 30 mins (10 minutes per paragraph)
- **homework**
 - by next week, choose your favourite and add the title and description to your github repo

(some) ingredients of a project proposal

- **Title**
 - Name of product
 - + Headline / Strapline / Tweet.
- What is the **serious problem** being addressed?
 - Who is this going to help? What's the impact? What's the motivation?
 - Who is going to use it? Why will they use it?
- How does the project integrate **play**?
 - What game/play mechanics will be used?
 - How will the play or game element actually help?
- **What** are you going to make?
 - What features will your project have? What is the scope of project?
 - What are the technical challenges? Are you using an external API/database?
 - Will this be for mobile or desktop? (or both!)

example (and imperfect) proposal



ShrinkMail: Zoomed Out? Keeping things in perspective with shrinking mail

In the project we propose ShrinkMail, a single page email client where the font gradually decreases in size outside of office hours to discourage working overtime. This addresses the serious problem of the distinction between worker's professional and personal time becoming increasingly blurred. We introduce the playful (but not mandatory) element of text size adjustment to bring an awareness of this issue. The scope of the project is to develop the prototype email client but there's scope to develop the opposite of social media that shrinks during the day and expands after work, additionally break times will be incorporated. Through this project we address the wider question of the extent to which such playful productivity systems facilitate greater user awareness regarding their work / life balance.

writing as a group

- Create a new doc in your Team called **"Project Proposal"**
- You are going to write **concurrently** as a team!
- **note:** *this is a skill to develop!*

Why group writing?

- Brings a focus for **active discussion**
- Encourages **joint ownership** of the idea
- Quick way to all get on the same page.
- It's **quick!**



rules of group writing

Either you are **writing** or **talking** (so... no just sitting and listening!)

- **Talking**

- Stay on the topic (refer to ingredients!).
- Jumping around is ok!
- Ask questions to your team! (e.g. "how is this project playful?" ...then swap to being a writer and write down the answer!
- Read (out loud) through a part of your proposal!
- Keep track of time. Bring the focus to a new part of the document *"let's look at the 2nd idea"*

- **Writing**

- Writing down what is being said.
- Correcting typos.
- Expanding on sections.
- Removing words, editing down, polishing and improving!

today's task

30
mins

Go to your "desks" in your teams, start a video call!

Create the file "**Project Proposal.docx**"

All team members open up this file - **get writing!**

You are free to decide how to use the time, so make sure to stay on track.

Your objective is to write a paragraph project proposal for **2 or 3 different ideas.**

Come back here at **10:45** to present titles and straplines!

Homework: choose one idea and put it on your github repo before next Thursday.