Day 6

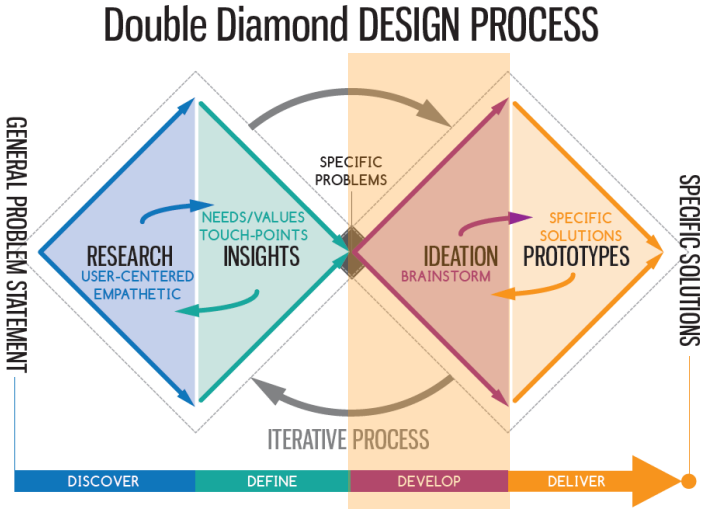
Agenda

- Ideation
- Sketch (Low-fidelity prototype)
- Feature prioritization

Ideation

Develop

- Give different answers to the clearly defined problem, seeking inspiration from elsewhere and co-designing with a range of different people.
- Methods
  - Sketching
  - Wireframing
  - Prototyping
  - Task scenarios



Source: https://en.wikipedia.org/wiki/Double_Diamond_(design_process_model)

Ideation (envisionment)

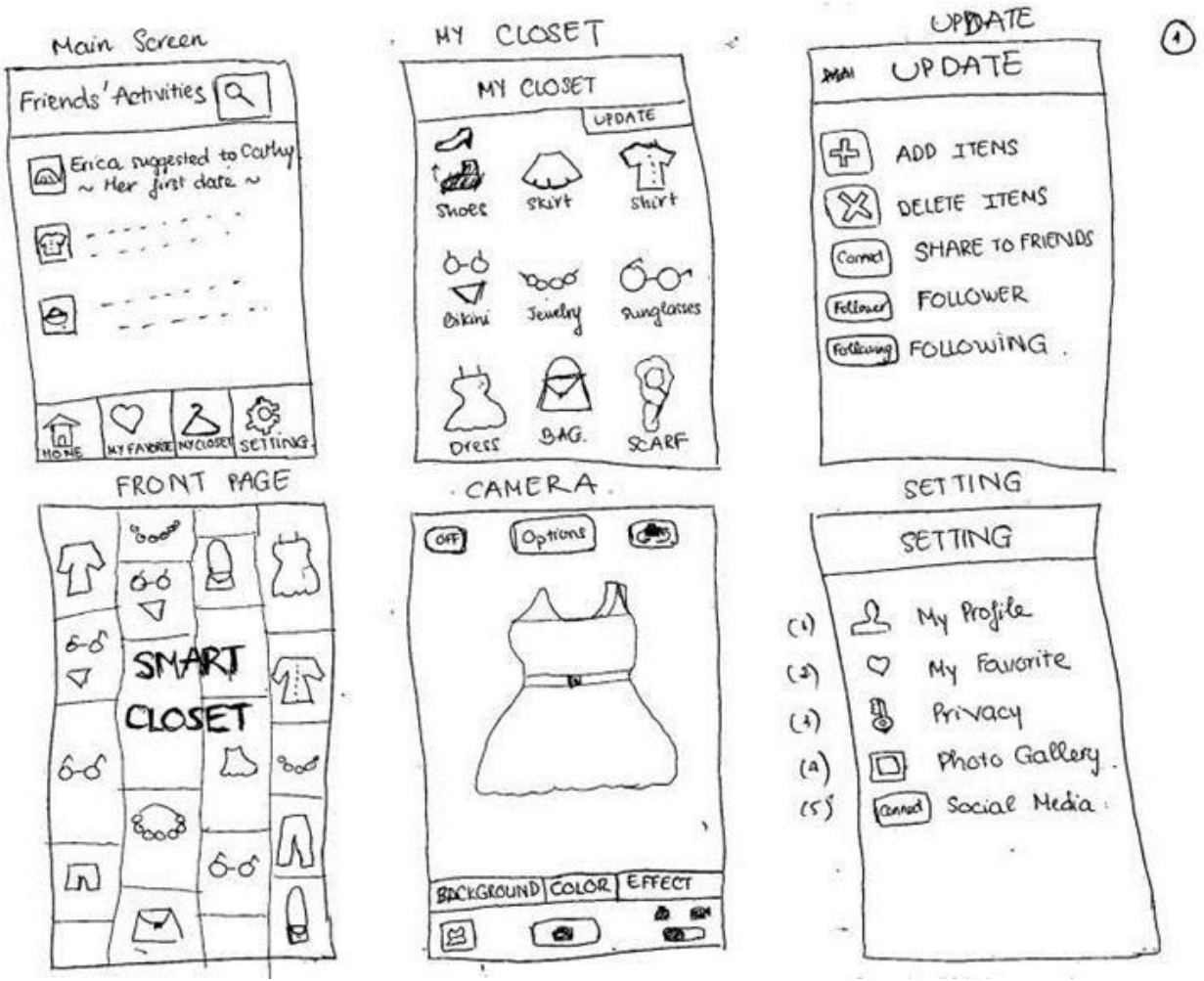
- Ideation (envisionment) is fundamental to effective human-centered design, to enable designers to see things from other people's perspectives and to explore design concepts and ideas with others.

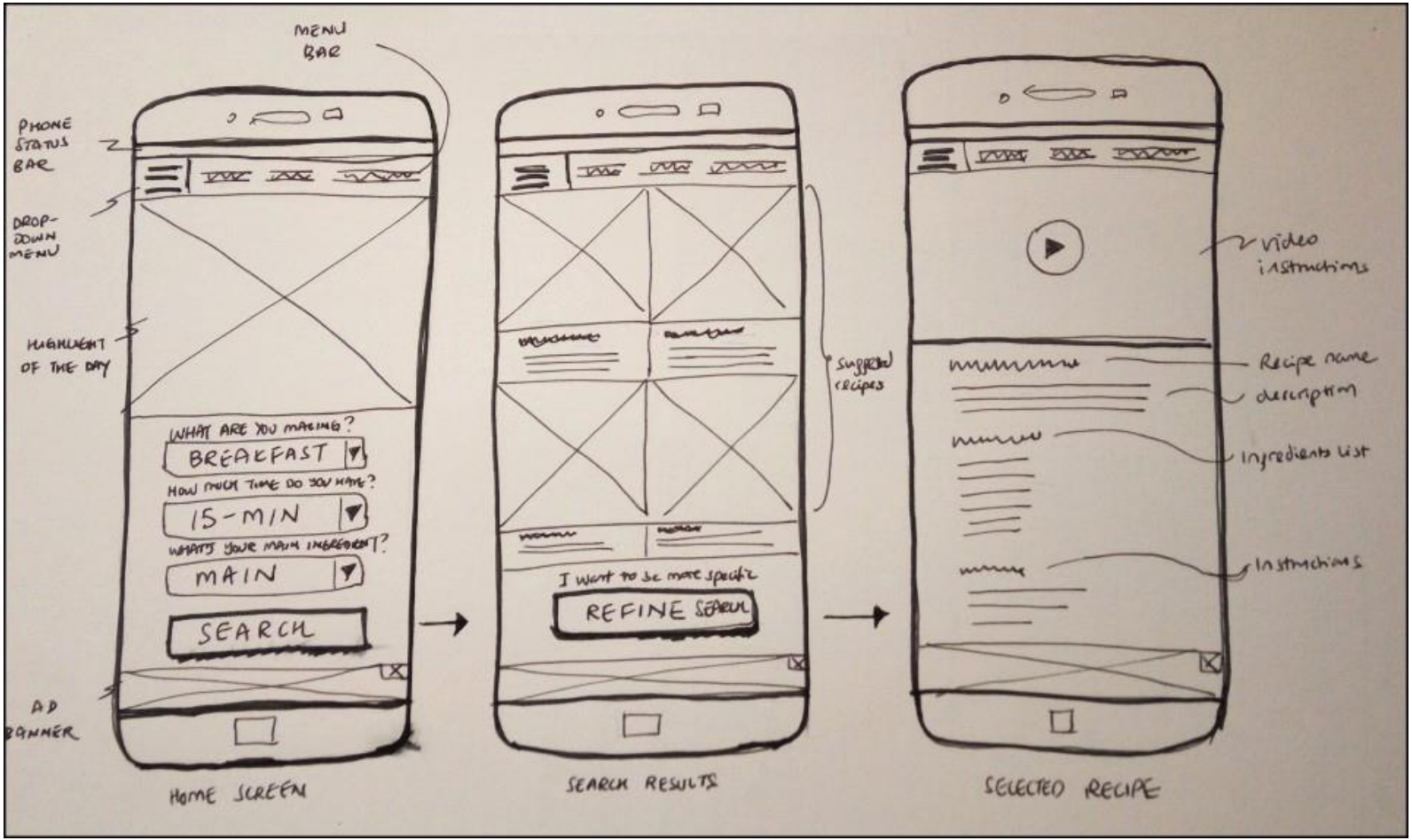
Ideation techniques

- There are many techniques that can be used for ideation.
- In this course, we will cover the following techniques.
  - Sketch (Low-fidelity prototype)
  - Wireframe (Medium-fidelity prototype)
  - HF Prototype (High-fidelity prototype)

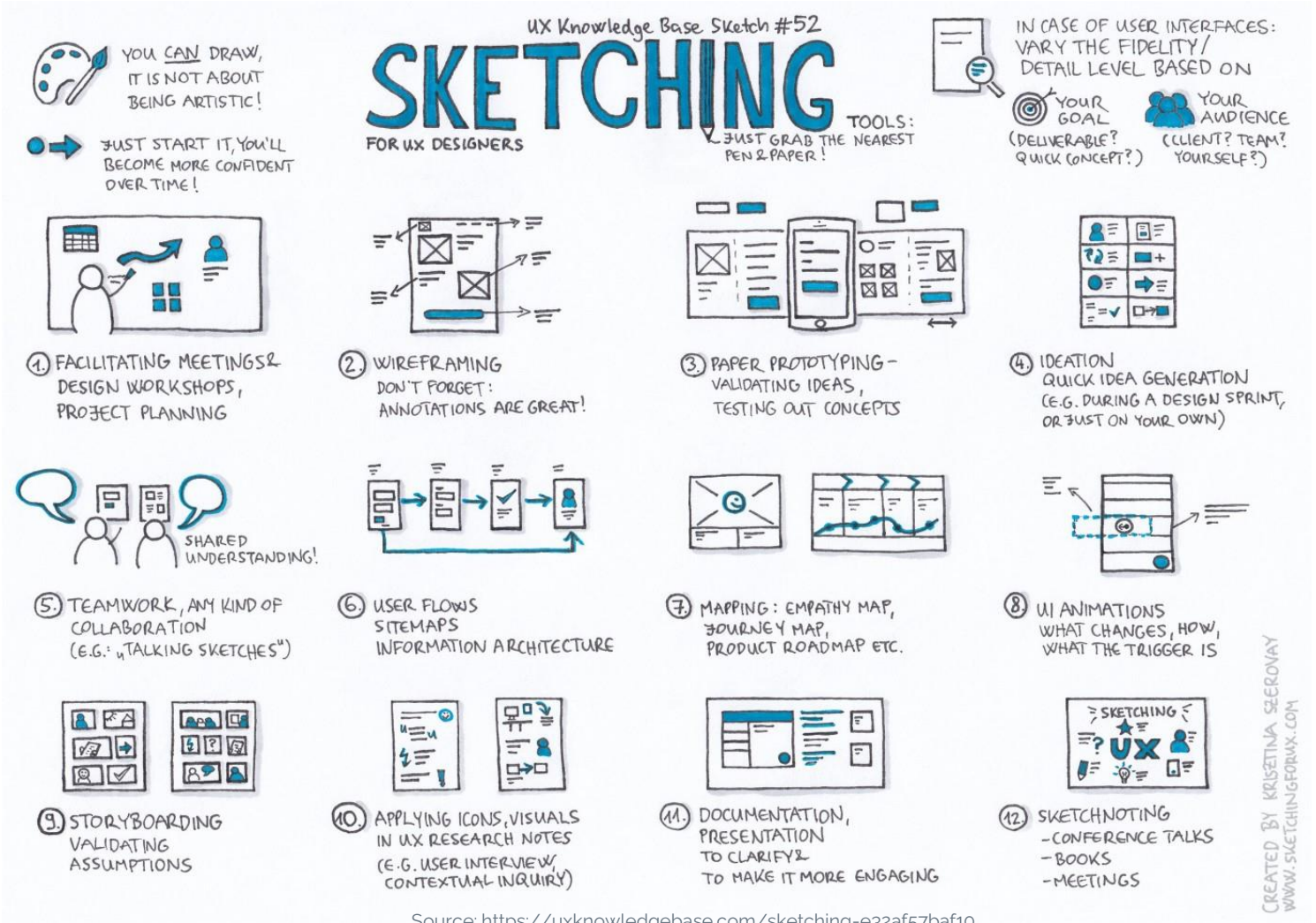
Sketch

- The art of sketching is something that all designers should practice.
- Sketches are quick, timely, inexpensive, disposable and plentiful.
- Sketches are there to encourage people to question and to fill in the gaps.


Main Screen
Friends' Activities
Erica suggested to Cathy
~ Her first date ~
HOME
MY FAVORITE
MY CLOSET
SETTING
MY CLOSET
MY CLOSET
UPDATE
Shoes
Skirt
Shirt
Bikini
Jewelry
Sunglasses
Dress
BAG
SCARF
UPDATE
UPDATE
ADD ITENS
DELETE ITENS
SHARE TO FRIENDS
FOLLOWER
FOLLOWING
FRONT PAGE
SMART
CLOSET
CAMERA
OFF
Options
BACKGROUND
COLOR
EFFECT
SETTING
SETTING
My Profile
My Favorite
Privacy
Photo Gallery
Social Media


MENU BAR
PHONE STATUS BAR
DROP-DOWN MENU
HIGHLIGHT OF THE DAY
WHAT ARE YOU MAKING?
BREAKFAST
HOW MUCH TIME DO YOU HAVE?
15-MIN
WHAT'S YOUR MAIN INGREDIENT?
MAIN
SEARCH
AD BANNER
HOME SCREEN
SUGGESTED RECIPES
I WANT TO BE MORE SPECIFIC
REFINE SEARCH
SEARCH RESULTS
VIDEO INSTRUCTIONS
RECIPE NAME
DESCRIPTION
INGREDIENTS LIST
INSTRUCTIONS
SELECTED RECIPE

Usefulness of sketch

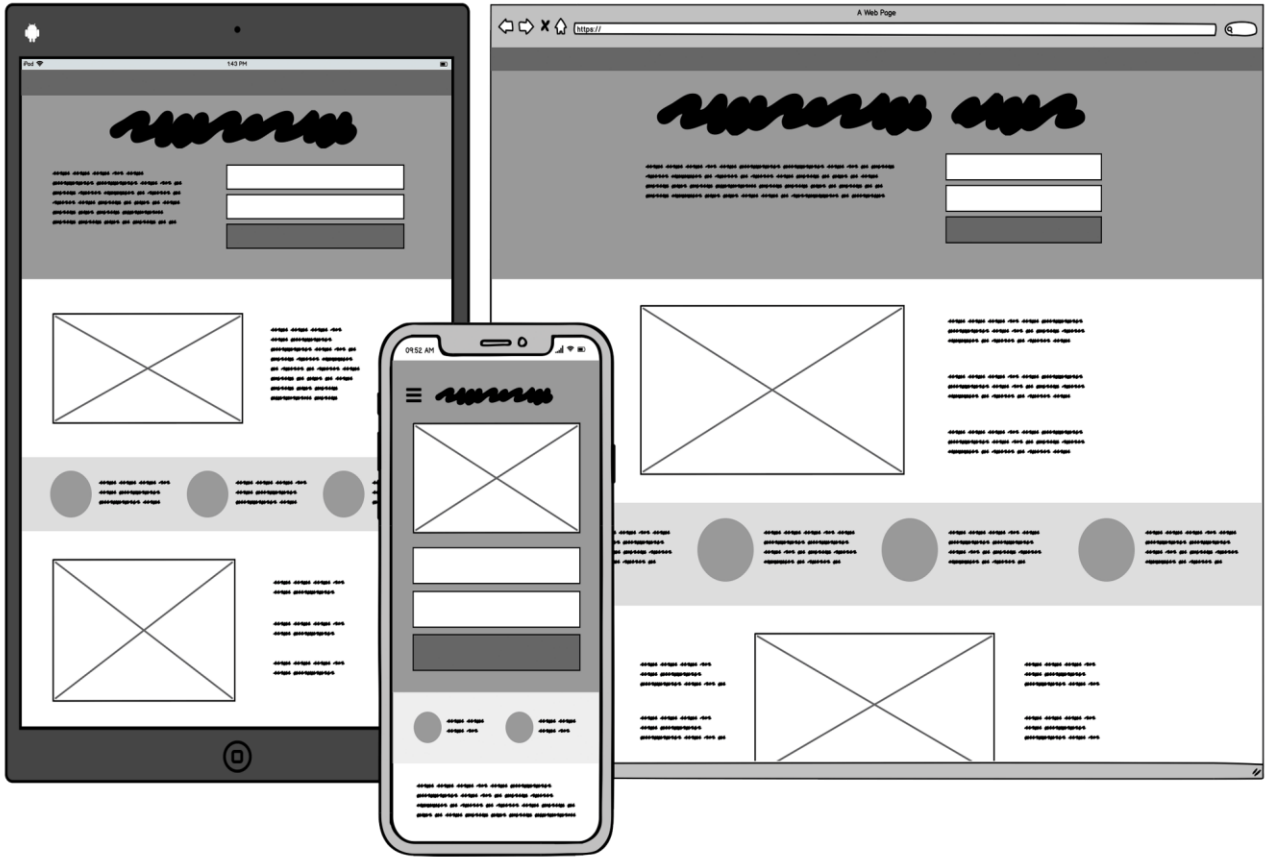


Source: https://uxknowledgebase.com/sketching-e32af57baf10

Wireframe

- Wireframes are outlines of the structure of a software system.
- Wireframes focus on the structure of particular types of pages and on the navigation between pages.
- Wireframes work because they focus on general elements of a design without worrying about final detail.

Example of wireframe

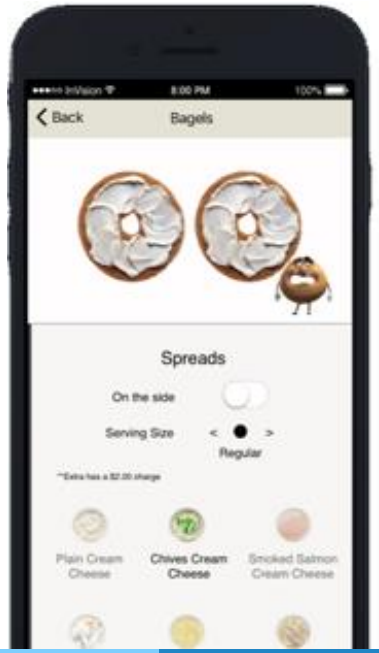


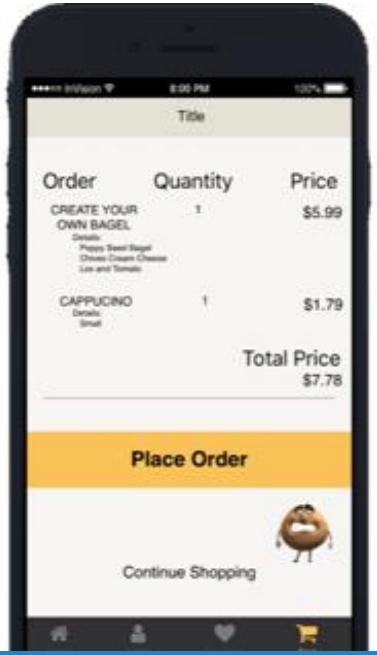
Source: https://balsamiq.com/learn/articles/what-are-wireframes/

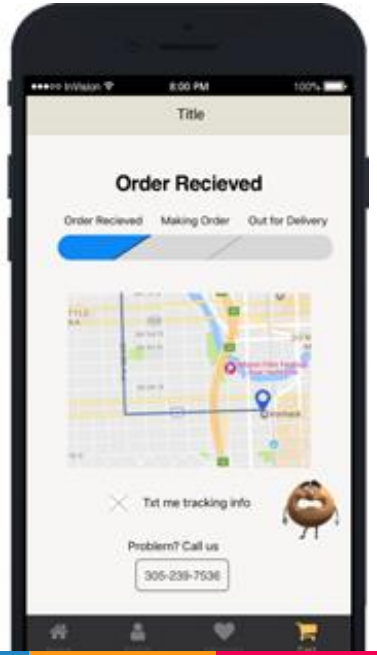
High-Fidelity Prototyping

- Uses materials that you would expect to be in the final product.
- Prototype looks more like the final system than a low-fidelity version.
- High-fidelity prototypes can be developed by integrating existing hardware and software components.

Example of HF prototype





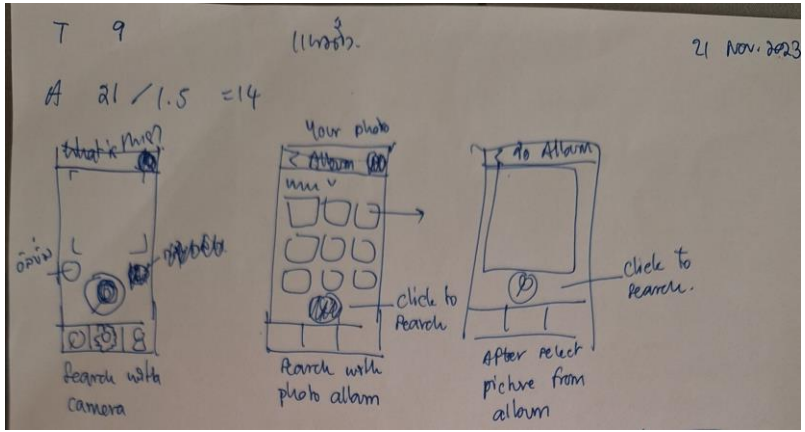


Individual assignment: Sketch your app (5%)

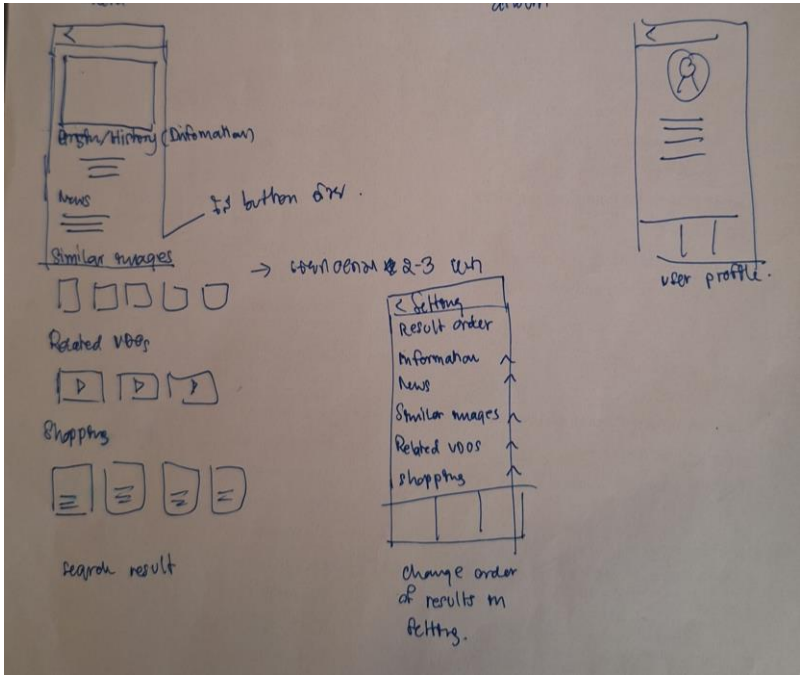
30 mins

- Objective
  - To sketch the interfaces of the final project.
- Instructions
  - For **each team member**, **sketch a page** of the application that you think can solve the user's problem on a paper. **Write your ID and name on your sketch.**
  - Annotate the important objects on your sketch.
  - Once finished, take the picture of your sketch.
  - Then, insert the picture of your sketch and your name in the worksheet.
  - **Note:**
    - A team is required to have at least 4 important sketches.
    - You can insert more slides in the worksheet (if any).

Sketch (example)



(6615000 John Smith)



(6615000 John Smith)

Individual assignment: Sketch your app

- Grading Criteria
  - 0 = No submission
  - 1 = Sketch is incomplete or is subjective.
  - 3 = Sketch is complete but is not explained or annotated.
  - 5 = Sketch is complete, clearly explained, and clearly annotated.

Sketch (1)

Replace this message by your sketches.

(Creator ID and Name)

(Creator ID and Name)

Sketch (2)

Replace this message by your sketches.

(Creator ID and Name)

(Creator ID and Name)

Feature prioritization

What is feature?

- Feature means something important, interesting or typical of a place or thing.
- Examples
  - Car: heated seat, airbag, parking sensor, navigation, etc.
  - Smartphone: internet connection, camera, gyroscope, NFC, etc.
  - Application: push notification, search feature, social media integration, face scanning, etc.

What is feature prioritization?

- Feature prioritization is planning out the order of features your team works on, based on your product roadmap.

Why is feature prioritization important?

- It's important to prioritize features because you have limited time and money and too many potential features.
- Sitting down and figuring out which features to work on and at what point of your schedule is absolutely necessary to prevent delays and a poorly executed product.

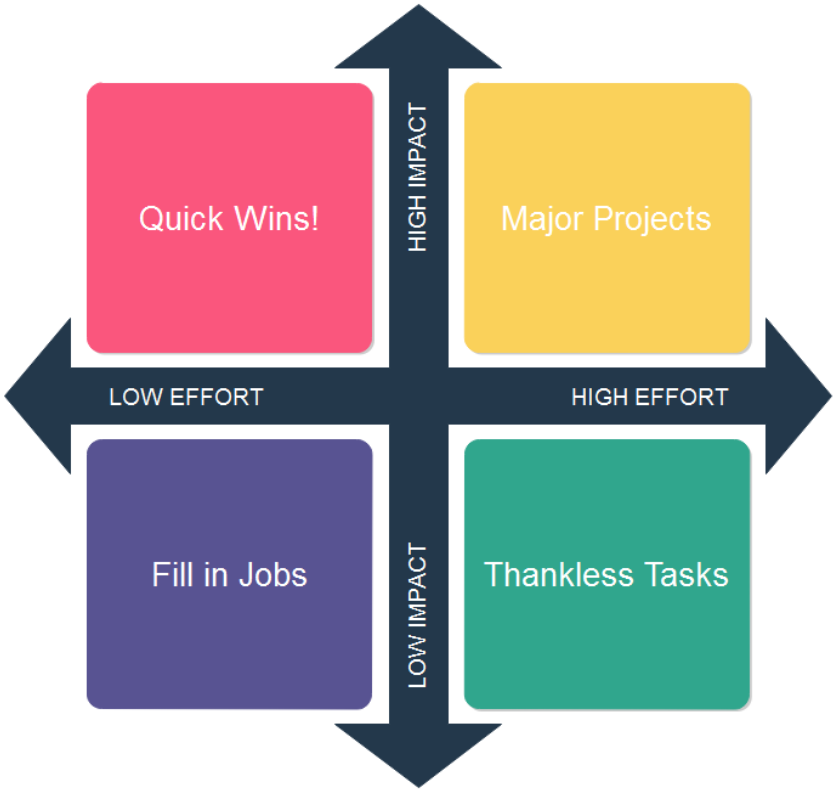
Feature prioritization methods

- There are a number of methods used in the feature prioritization, such as
  - Impact–effort matrix
  - Feasibility, desirability, and viability scorecard
  - RICE method
  - MoSCoW analysis
  - Kano model
- However, we will cover only impact-effort matrix and MoSCow analysis.

Source: https://www.nngroup.com/articles/prioritization-methods/

Impact-effort matrix (1)

- An impact-effort matrix is a 2D-visual that plots relative user value against implementation complexity.
- The resulting matrix captures the relative effort necessary to implement candidate features and their impact on the users.



Impact-effort matrix (2)

These are the things you should focus on first.

These are worth doing if you have the time and resources.

These are the tasks you can attack when your team is idle, as they are usually quick fixes in your application.

These are the things that you should spend the least amount of time on.

MosCow (1)

- The MoSCoW analysis is a four-step approach to prioritizing which project requirements provide the best return on investment (ROI).
- MoSCoW stands for
  - must have,
  - should have,
  - could have, and
  - won't have

    (the o's make the acronym more pronounceable)

Source: https://www.techtarget.com/searchsoftwarequality/definition/MoSCoW-method

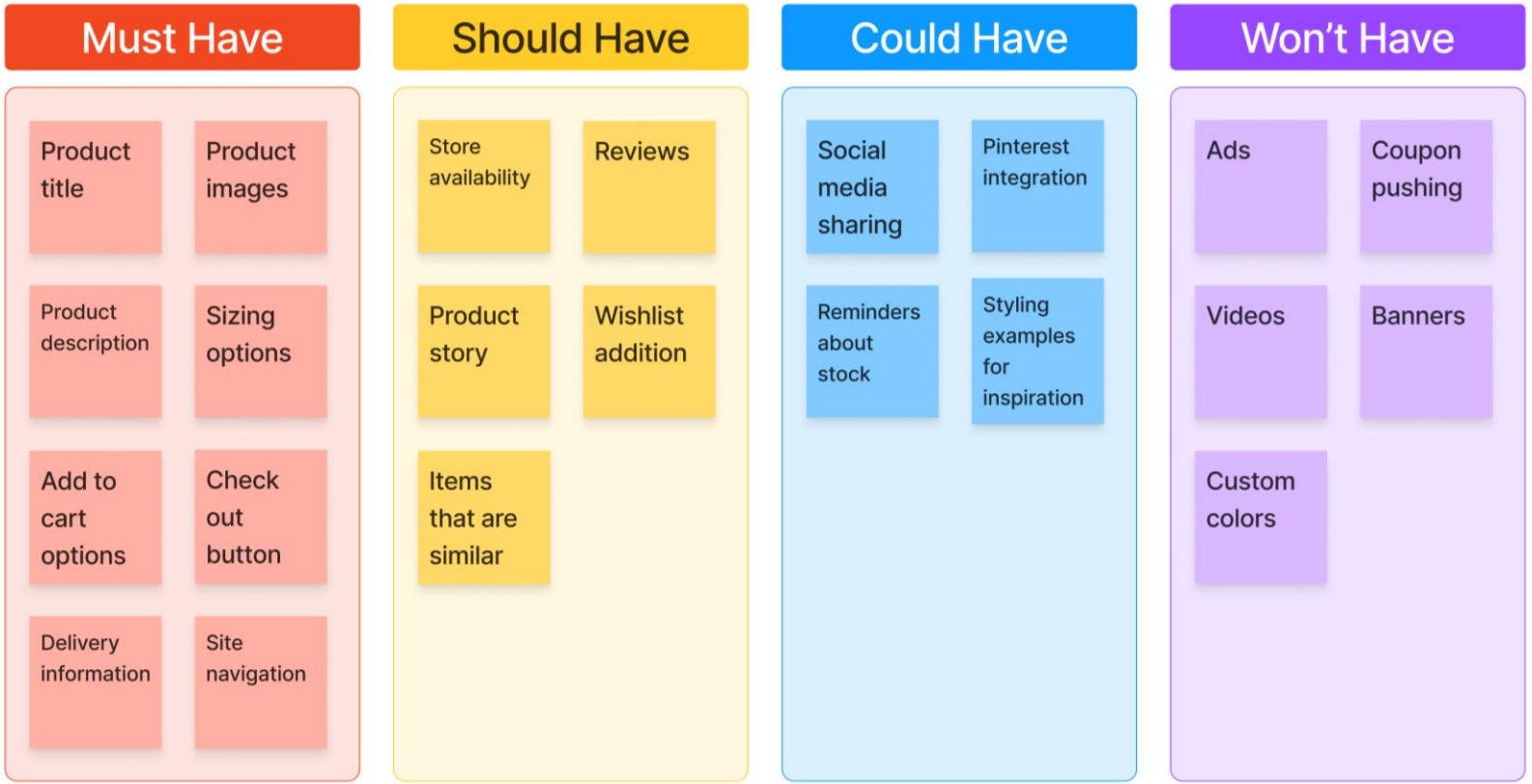
MosCow (2)

- Must have
  - This category includes all necessary requirements for the successful completion of the project.
  - These are non-negotiable elements that provide the minimum usable subset of requirements.
- Should have
  - Should-have elements are important to project completion, but they are not necessary.
  - If the final product doesn't include should-have requirements, then the product still functions.
  - It can prepare requirements for future release without impacting the current project

MoSCow (3)

- Could have
  - This category includes requirements that have a much smaller impact when left out of the project.
  - An example of a could-have is a desirable but unimportant element.
- Won't have
  - This category includes all the requirements the team recognizes as not a priority for the project's time frame.
  - It helps setting realistic expectations for what the final product does not include.

MosCow (3)


Must Have
Product title
Product images
Product description
Sizing options
Add to cart options
Check out button
Delivery information
Site navigation
Should Have
Store availability
Reviews
Product story
Wishlist addition
Items that are similar
Could Have
Social media sharing
Pinterest integration
Reminders about stock
Styling examples for inspiration
Won't Have
Ads
Coupon pushing
Videos
Banners
Custom colors

Assignment: Do feature prioritization by using MoSCow analysis

40 mins

- Objective
  - To understand and be able to do the feature prioritization by using the MoSCow analysis.
- Instructions
  - Refer to your final project, list all features that you must have, should have, could have, and won't have in your worksheet.

Feature prioritization (example)

Must Have	Should Have	Could Have	Won't Have
• Search by camera • Search by image • Use AI to summarize information • Remove redundant information • Show one latest news • Show similar images • Show related videos • Show shops with min, max, and average price • Custom order of information	• Provide more currencies • Add to favorite • Save search history	• Crop image • Provide more languages • Custom order of similar images • Custom order of related videos • Custom order of shops	• Search by text • Links to websites

Assignment : Do feature prioritization by using MoSCow analysis

- Grading Criteria
  - 0 = Blank
  - 1 = Less than 3 features are listed in must have and could have categories.
  - 2 = Three or more features are listed in must have and could have categories.
  - 3 = Three or more features are listed in must have and could have categories and other features are listed in could have and won't have categories.

Feature prioritization

Must Have	Should Have	Could Have	Won't Have
• Feature 1 • Feature 2 • Feature 3 • …	• Feature 1 • Feature 2 • Feature 3 • …		

Q&A

End