

Ideate: Concepts and Storyboards

10/21/2024

20/20 Points

Attempt 1



Review Feedback

Offline Score:

20/20



View feedback

Anonymous grading: no

Unlimited Attempts Allowed

▼ Details

1. (8 points). Building largely upon your three best How Might We's (though other HMWs are allowed too), come up with about 100 concepts total. I encourage 30 to 40 of them to be pretty impractical (e.g., a roller coaster on a train), and up to 10 or 15 to be nearly magical (e.g. teleporting, AIs are everywhere and as smart as people, etc). The bulk of them should be plausible for a larger team to coordinate (e.g., a cooking class on a train) or plausible for the team to develop a prototype for (swipe interesting people to meet and talk to on commutes). Each concept should be short, roughly 3 to 10 words.

10/8 - Exceptional range of concepts.

8/8 - Effective range of concepts that provide plenty of plausible ideas to judge between.

6/8 - A few ideas are plausible, choices are somewhat limited.

4/8 - Far too many or too few impractical concepts.

2/8 - Inadequate number of concepts, several concepts are incoherent, or concepts only vary slightly.

0/8 - No concepts.

2. (12 points, 3 per storyboard.) From these concepts, select three achievable concepts and one "dark horse" concept. The "dark horse" should be an idea that has high-risk (has a rather low chance of working out) but high reward (it is new, exciting, and can have a big impact.) For each of these four selected concepts, storyboard the user's **experience** with the device. Avoid showing the screen or interface of the device when possible: focus on the experience, not the interface. This should be 6-10 slides.

2a. Plausibility

Achievable Concepts:

1/1 - This project can be scoped well. Prototypes can be developed in the time remaining within the semester. Concept uses computing in some way.

0/1 - Prototypes cannot be developed during the time frame given (too large), or the entire project cannot be developed in the remaining time (too small).

Dark Horse:

1/1 - The concept has high risk and high reward. Project uses computing in some way.

0/1 - Concept either is not risky enough or uses magic, or concept does not have significantly higher

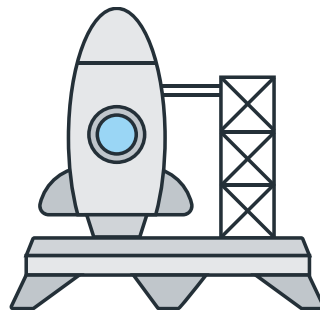
impact or "game-changing" ability if completed.

2b. Storyboarding the Experience:

2/2 - Storyboard illustrates a plausible experience for the user and quickly suggest task flows (the things to be sure your user can do with the artifact/app/device/tool.)

1/2 - Storyboard does not communicate the experience, illustrates an implausible experience, or already significantly narrows the interface of the artifact.

0/2 - No storyboard.



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