# **Exercise Brief One**

(Design Brief)

This exercise will assist you in conducting research for your project, which will help you with Assignment 1. Don’t forget, this exercise is a part of Assignment 2.

### 1. Introduction and goal of the laboratory work with reference to your chosen project.

By now, you should have chosen your project. Introduce your app and explain the goal of this exercise brief in relation to your project. Ask the following questions:

What is my project? Be specific and expand on the client’s request.

What is the purpose of a design brief?

Create an app prototype that can be used in Curtin campus. (not to sure which client this falls onto, perhaps client 4) The client request is to find out the exact location of the food trucks in the Bentley campus using pin drops. This app will be different to the food truck schedule posted on the Curtin website that is not always accurate, as it will include some gaming aspects and chances for some discounts! On the backend of the app, this will help food truck vendors collect data and understand their customer base better.

This design brief will contain the prologue and outline to the project. The brief can record any issues or opportunities that may arise during and after the prototype building.

### 2. Required tools and software environment.

Before you start your research, have a think about where you might source your information? Where will you be conducting your research? Will you be looking through the app store? Watching YouTube videos? Searching the library database? Talking with people? Making surveys?

Make sure you think about what sources are more reliable.

The preliminary research will be done by talking to people and making surveys as this is important in trying to estimate the demand for the app. Furthermore, students, the potential users itself, may even suggest some relevant ideas for improvement. The app targets a sort of specific segment of the student body (existing customers of the food truck vendors), therefore, the survey should also target the remaining segment of the student to see if they are likely to give the app a try or not (given the incentives). This will not only give a foreword to the potential demand of the app, but also the potential growth of the app user base.

Research on the functionality and mechanics of the prototype itself can be done mostly on looking through the app store to see if there are any similar apps. Some features of the gaming aspect of the app is also based off a feature in Pokemon Go. So, the said app will also be a base for my research process. More research on the gaming aspect of the prototype will be done on other minigame apps. If the chosen minigame will be based off some probabilities, the setting and parameters of the algorithm will be backed up with a research from other literature and perhaps advice from my statistics professor lol.

GOOGLE FORMS

Question list

1. Are you a first year? Second year? Third year?
2. How many days are you in campus? (numeric)
3. How familiar are you with the campus? (level: )
4. How much do you normally budget for eating out in campus? (numeric)
5. Where do you mostly buy food around the campus? (level: I don’t buy, guild café, other café, food trucks, karawarra)
6. How often do you buy from food trucks on average? (level: never, once a week to five times a week)
7. How many food trucks have you tried so far? (numeric)
8. How many food trucks you have yet to try? (numeric)
9. Do you purposely check their location (hunt them down)? (binary)

### 3. Procedure and steps required to perform the project.

Now that you know your project and the direction that you wish to take, you’ll need to do a little research. How will you be doing this project? What information are you looking for? What information will help you understand the purpose of your app? Why do we look to other apps when designing?

### 4. Documentation of the results and outcomes of the work.

Collate all your research and ask yourself: What have you found during your research? When looking at other apps, what did you like and what didn’t you like? What will you implement into your app? Is there a demand for your app?

### 5. Reflection of process, problems, and possible improvements.

Now that you’ve reached the end of this exercise, how did you find this method of research? Was it helpful? Did you come across any problems during your research? Do you find other methods more helpful?