# IMY 310 Project

# Phase 1 – Project Plan

## Assignment Brief

Your IMY 310 project requires you to, as a group, identify a **poorly designed website or non-game mobile application**, and endeavour throughout the semester to find a way to make your chosen product (the website or application) more usable, with a better user experience. For your project plan, you, as a group, need to explain what your product endeavours to do and how it fails to do this.

To do this, you must consider what your chosen product is trying to achieve, to which audience it caters, how the audience interacts with the product and how this user experience can be bettered.

## Important Note

It is important to understand at this point that your chosen product will be redesigned as a digital mock-up later in the semester, so do not choose a website or application too large or complex, because while aspects of the digital mock-up can be hard-coded, the more core functionality your product has, the more you will have to “fake”.

At the same time, be mindful that your chosen website or application is not too simple to redesign. This is largely up to the group’s discretion. However, if the lecturer deems that the project is too simple, groups will have to resubmit their project plans until the project is acceptable in scope. These resubmitted project plans will not be remarked, and having to redo them will take development time away from the subsequent project-based assignment.

If you are unsure about the scope of your project, *please email the lecturer before hand-in* to make sure you are on the right track*.*

## Instructions

To complete this assignment, describe the following aspects of your project. Make sure to use the correct headings for each section.

1. **Cover Page:** Your cover page should have the following:
   1. The words “IMY 310 Project Plan”
   2. The name of your product
   3. Your group members’ names
   4. Each member’s student number
   5. Your group name.
2. **Needs Identification (10 marks):** Every website or application has a purpose. Some may be simply to inform an audience about a service, whereas other products allow people to sign up for a service, interact with these services etc. What is your product meant to do?

In doing this needs identification, describe your product’s problem space (page 37-41) **[5]**. Additionally, explain why its current design does not aptly serve the users’ needs **[5]**.

1. **User Identification (10 marks):** Identify the user base of your product and describe it **[4]**. Because your product already exists, it is likely that the intended target audience is discussed by the developers. Use this as a starting point if you can.

Once your general user base has been described, identify and describe three different user groups **[3]**. Be sure that these user groups do not simply conform to the standard “casual”, “regular” and “power user” categories. Discuss how each user group uses your product **[3]**.

For example, a website may be used by people who watch videos on a platform, people who create videos for that platform and people who create multimedia products, but use the website to find inspiration for these products. These user groups have vastly different specialised needs.

1. **User Needs (10 marks):** You have now identified what your product needs to do, who your user base is and how different users want to use your product.

Based on this, describe at least four things your product needs to do to satisfy its purpose for your general user base (everybody must be able to do these things) **[4]**. Additionally, for each user group you discussed earlier, discuss two special needs that user group may have **[3x2=6].**

1. **Conceptual Design (10 marks):** Based on your understanding of the product, the users and the users’ needs, create at least two images (using Photoshop or another suitable tool) that illustrate the “new look” of your product **[2x2=4]**. These images must clearly illustrate how you will begin to change the product so that it better addresses the users’ needs. Based on your evaluation of your product’s current problems, the degree to which the visual design and functionality will have to be redone will vary from project to project. Explain why you have made these changes **[6].**

**Total: 50 marks**

## Submission

Submit a digital copy of your assignment via ClickUP as a PDF with the file name **GroupName\_IMY310\_ProjectPlan.pdf** where **GroupName** is your group’s name **on or before 22 February 2015 at 23:59.** Only one group member need upload the document.

Additionally, please deliver a hard copy of this assignment to your lecturer **in class on 23 February 2016**.

***This must be done during class. If you do not do this, you will receive 0 for the entire assignment, regardless of your upload.***

Plagiarism will not be tolerated, and any group suspected of plagiarism will receive 0 for this assignment.