# IMY 310 Project

# Phase 2 – Alternative Designs and Prototyping

## Assignment Brief

This phase of the project requires you to come up with as many design ideas as you can. You can use these design alternatives to communicate your design with potential users and, based on their feedback, revisit the assumptions and claims you had regarding your initial conceptual design during your project plan.

For this phase you will be creating paper prototypes. You can consult the following sources for more information:

* Chapter 11 of your textbook
* <http://en.wikipedia.org/wiki/Paper_prototyping>

## Instructions

1. Create a minimum of two alternative designs for your proposed product. Those with simpler products may want to experiment with many designs; however you must be able to test your assumptions about the product thoroughly – so balance a breadth of alternatives with a depth of functionality. **(10 marks x 2 = 20 marks)**
   1. For the purposes of this assignment, your designs should be **paper-based**. You will hand in these testable designs together with your project documentation.
   2. You will need to find a way to emulate specific functionality such as drop-down menus and pop-ups. See examples in your textbook.
   3. It is of the utmost importance that these designs are drastically different from one another. A different aesthetic (“look and feel”) or different navigation scheme (top navigation and sidebar navigation) will not suffice. Try to conceptualise different ways your different user groups may want to complete different tasks.
   4. The more detailed these prototypes are (in terms of colour, functionality, the amount of tasks users can perform) the better you can test them, and the better your marks will be.
2. Share these designs with the stakeholders in your project (i.e. the user base).
3. Note (using any tools that you deem appropriate) the feedback you receive from your stakeholders. This feedback will be used to design the final digital mock-up.
4. Write a report by using the following headings:
   1. **Motivations for Alternative Designs:** Why you made the design decisions that you did when creating the paper prototypes**. (10 marks)**
   2. **Testing the Designs:** How you tested the designs with your stakeholders. **(10 marks)**
   3. **Feedback Received:** What feedback you received from your users. **(5 marks)**
   4. **Using the Feedback:** How you will use the feedback to build your final, interactive prototype. **(5 marks)**

**Total: 50 marks**

## Submission

1. Submit a digital copy of the written segment of your assignment via ClickUP as a PDF with the file name **GroupName\_IMY310\_PaperPrototype.pdf** where **GroupName** is your group’s name **on or before 7 March 2016 at 23:59.** Only one group member need upload the document.
2. Submit a hard copy (print out) of your report **as well as** the alternative designs (the paper prototypes that you tested with your users) during class time on **8 March 2016. If you do not submit the hard copy, you will receive 0 for this phase.** Make sure everything is packaged properly to prevent papers from getting lost.

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