Info 153: Final Project

Documents Due: Thursday, August 15th, 6 PM

Presentation Due: Friday, August 16th 1 PM

Objective

For the final project, you will get a chance to go through the entire Product Development, User Interface Design and Implementation process.

We will provide less formal guidelines how to complete the final project and it is up to your team to use all tools and techniques learned in class and practices in labs. You can find an overview of on slides 25, 26 and 27 of the lab #4 presentation. However, please review the notes on final project grading and deliverables to ensure you are on the right track.

Overview

The assignment will consist of 2 steps:

1. Product Discovery: Choose one of the problems described below and work with the target user to better define it and find a solution (use the process and techniques we introduced in class).

2. Product Development: Implement the solution using HTML, CSS and jQuery (no other technology such as PHP or Python is allowed) in a way that you could launch it publicly (remember usability, user experience, cross-browser compatibility etc).

Problem Description

Please choose one of the problems that you and your teams wants to work on:

1. Major: Freshmen and Sophomore college students in the US have the challenge to decide which major they want to focus on until graduation and what career to pursue but only have limited information and working experience necessary to make an informed decision.

2. Activities: College students in the US have a variety of options to pick from for free-time activities. These range from university-organized events, student group activities to private parties and hangouts. It can sometimes be tricky to keep track of all the events on and around campus.

Formal Requirements

Your project/solution needs to fulfill the following formal criteria:
- The solution needs to be a web service (no mobile or native app) and written in HTML, CSS and jQuery.
- No other languages besides HTML, CSS or jQuery are allowed. However, you can use as many publicly available APIs as you wish (note: all APIs can be invoked using Ajax calls)
- The product should have at least 5 screens / pages (more complex than assignment 4)
- The quality of your product needs to be high enough to launch it to real users as a beta test
- If your product might need a user login functionality, you can hard code / simulate it (use dummy login information such as "guest")
- Prototypes need to be build with Balsamiq
- Your code needs to be hosted on www.github.com, and deployed on www.heroku.com.
- Register a .com domain (e.g. via www.godaddy.com) and redirect it to your heroku web space

Grading Criteria

The final project will be graded based on the following criteria. Note that the criteria are differently weighted to account for the depth in which we covered the topics:
- Product Discovery I (20%):
  - How well did you define the problem, target user
  - Alternative solutions considered and level of user feedback
  - Quality of Hypothesis and choice of metric to track
- Product Discovery II (30%):
  - Quality of design process deliverables, and level of insights
  - Usability of product and user experience
  - Level of user feedback
- Product Development (50%):
  - Validity of code (check your code in the html validator!)
  - Coding best practices (doctype, separation of content and layout, etc)
  - Level of functionality of product and sophistication of code
  - (If applicable) Use of existing services (APIs, freebase, wufoo etc) to solve common problems such as controlled vocabularies

We will use the final project team sheet, the material you handed in, your code and the final

project presentation as a proxy to judge the criteria above.

Deliverables

1. Please create a final_project_team_[no of team].zip file and upload it into the dropbox folder that we have shared with your team. **This package is due on Thursday, August 15th at 6pm.** The zip file should contain the following files:
   - The completed INFO153-FinalProject-TeamSheet.docx [LINK to Template]
   - A photo of your brainstorming session / notes
   - A scanned version of your storyboard
   - All screens of your digital prototype with short description to understand the user flow
   - Interview notes of your user feedback sessions
   - All Pixlr visual design files (if available)

2. Please create a final_project_team_[no of team].pptx powerpoint presentation and upload it into the dropbox folder that we have shared with your team. **This presentation is due on Friday, August 16th, at 1pm.** The presentation should contain the following slides:
   - Slide 1:   Title, Name of Product and Names of Members
   - Slide 2:   The problem solved, the target user, and the specific solution you have
              developed
   - Slide 3:   Illustration and description of the User Interface (1)
   - Slide 3b: (optional) Illustration and description of the User Interface (2)
   - Slide 4:   Illustration and description of your implementation and technologies used
              (APIs, complex functionality etc)
   - Slide 5:   Value Hypothesis, metric you suggest to track your success and at what
              point (time, value of metric) you believe you are on the right track

   - **Note: EACH team member needs to present one of the slides**
   - **Note: You will have 8 minutes for presentation (hard cut) and there will be 4 minutes for discussion**