

CSC318 DESIGN OF INTERACTIVE COMPUTATIONAL MEDIA
INSTRUCTOR: V. PANDELIEV

<p>Phase 1: Group Formation, Problem Space, Target User Audience, & High Level User Research Plan</p>

Due:

- (1) Submit to Blackboard/Assignments/Phase 1: Problem Space before the due date:
(L0101 T) 6:00PM Thursday January 22, 2015
(L0201 MW) 6:00PM Friday January 23, 2015
- (2) Email group photos to Velian (vpandeli@cs.utoronto.ca) before your Tuesday (**Jan. 20**) or Wednesday (**Jan. 21**) class <= please do so only once per group.

Grade: 5 % group grade

Where to start:

- Form **teams of 5 people or fewer** with other students from the class. Group formation began in the first tutorial in W2. Find the **Group Number** you were assigned on Blackboard.

What to Submit to BB:

1. Submit a single PDF file with the required information. The **filename** should include your two-digit group number (with a leading zero if you don't mind), the problem space and your group size. For example, **"05.Community Transportation (3).pdf"** representing Group 5 with project title "Community Transportation", and team size 3. Include your names and contact e-mails on the title page but **not** your student numbers. These files will be made visible to classmates who may be looking for a group to work with.
2. Describe the **problem space** you would like to address and the **target user audience** whose needs you would like to meet. Discuss these briefly in about 3 – 6 paragraphs.
Please note: This section focuses on the PROBLEM SPACE, not on an exact problem. This is NOT the time to know what the exact problem is, or to describe your proposed solution to the problem. You are going to explore the problem space with your user research in order to identify the problems that your USERS have, not what problems YOU think they have. **It is really important that your problem be identified later based on your User Research.**
3. Describe how you plan to go about conducting **User Research**. What methods would you like to use? Where will you find the users? What type of information will you want to collect from your users? etc... This is a **high level plan** only, in **P2** you will be creating the detailed Research Plan and Instruments for conducting your User Research.

What to email to vpandeli@cs.utoronto.ca

- Please send **one** e-mail per group with individual photos of each group member to Velian (CC all group members) before your Tuesday/Wednesday class in W3. Make all filenames in the form "[first name].[lastname].jpg". Make the subject line of the e-mail:

L0101 (Tuesday): "CSC318 L0101 Group [group number] photos"

L0201 (Monday/Wednesday) : "CSC318 L0201 Group [group number] photos"

Make the photos ones you don't mind everyone seeing. These will be used to identify you during your elevator pitches. Please make sure that your photos are recent and that you are clearly recognizable.

Appendix: SUGGESTIONS for GENERATING PROJECT IDEAS

Before you begin, re-familiarize yourselves with our **design prompt**:

http://www.dx.org/site/design_exchange/assets/pdf/connect2015_brief.pdf

To help you come up with ideas, and to improve existing ones, you might use any or all of the following approaches to stimulate idea development. Think deeply about your Target User Audience and the special needs they would have.

- 1) Think about **Maslow's hierarchy of needs** (discussed in Week 2):
 - Biological/physiological needs: Oxygen, food, water, body temperature, good health
 - Security needs: Need to feel safe, free from danger or perceived danger
 - Social needs: Love, affection, sense of belonging
 - Ego needs: Need to feel satisfied, self confident, valuable, esteemed
 - Self-actualization: Need for a cause, a calling, a sense of vocation, fulfillment
- 2) Think about **decreasing opportunities**
- 3) Think about **critical problems**
- 4) Think about **typical tasks and activities**
- 5) Think about the **spaces**
- 6) Think about **vehicles, furniture, and appliances**
- 7) Think about **devices, tools, and instruments**
- 8) Think about **items of clothing and accessories**
- 9) Think about **modalities for sensing**
- 10) Think about **modalities for affecting**
- 11) Think about the degree to which an **individual functions in isolation or not**
- 12) Think about **computers or subsystems** thereof
- 13) For various tasks and activities, think about **relevant technologies and applications**

These ideas are not prescriptions for what you should do. They are meant to get you thinking. They are also only one collection of ideas. You can come up with different and better ideas. There is room for many approaches and there is much freedom to devise a concept and a plan for your project. Please note that **technology appeared towards the end** of my list of things to think about. Most successful projects start with **USER NEEDS**, later develop **SYSTEM REQUIREMENTS**, and finally, choose the **TECHNOLOGICAL SOLUTION**.