



CIM 545: Managing Interactive Media Projects

Spring 2016 – Professor Jacqueline Stetson Pastore

Overviews

Week 1: January 13, 2016

Assignments Due Today

nothing due today

Topics To Cover Today

- Class Overview
 - Professor Introduction
 - Student Introductions
 - Review Syllabus
 - Survey
- Break
- Project Management Overview
- Project Plan Overview
- Your Term Project Idea
- Class Example Term Project Idea

Assignments For Next Class

- Reading:
 - A Project Guide to UX Design (Unger)
 - Ch2 Choose Your Hats (pg30-42)
 - Ch3 Proposals for Consultants and Freelancers (pg49-66)
 - Ch4 Project Objectives and Approach (pg67-82)
 - Ch5 Business Requirements (pg83-100)
- Presentations:
 - Present Project Concepts
 - What is your project called?
 - What is it? EX: A mobile app that does ...
 - Why did you pick this project?
 - How many screens do you think it will be?

Class Overview

Slides

- Slide PDFs are available after class at:

<https://drive.google.com/open?id=0Bw0n8dh5J1JiWkdIX1ZELWhCclk>

You must send me a request from a Gmail account to view the files.

- Slides include:
 - Topics To Cover Today
 - Assignments Due Today
 - Assignments for Next Class
 - Topic Slides
- Students are responsible for capturing their own notes during class.

Professor Introduction



Jacqueline Stetson Pastore

Founder, CEO
UX Gofer & UXRD

17 years of experience in user research
and product design

35,000+ Hours of UX consulting time

250+ Products across industry verticals

5,000+ Participant sessions to collect data

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Student Introductions

- Name
- Where are you from?
- Where did you go to undergrad and what was your major?
- What are you getting your Masters Degree in?
- Why?
- What career path do you want to follow?
- Do you have any project management experience?
- What do you want to learn in this class?

Review Syllabus

- Review Syllabus
- Sign and return acknowledgement

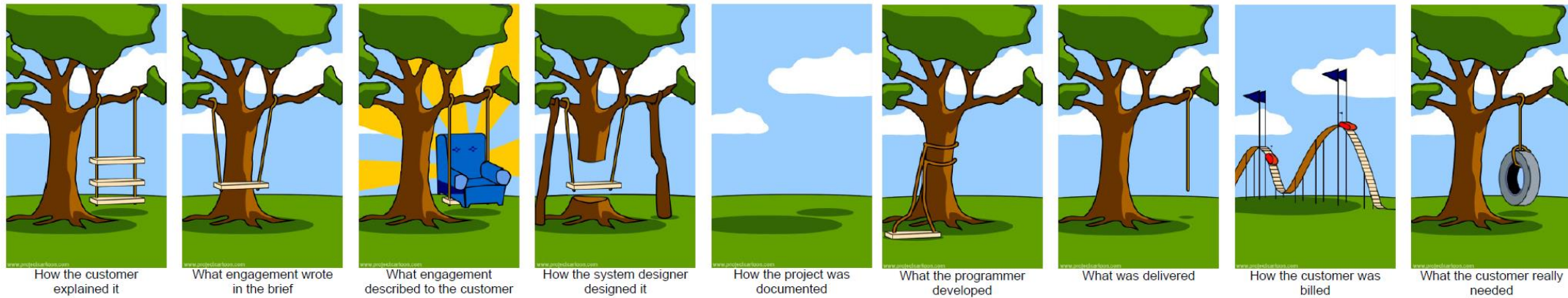
Survey

- Please fill out this quiz to benchmark your current knowledge about project management.



Project Management Overview

Why is Project Management Important?



Project management provides a framework to help accomplish goals.

Project Plan Template

- Title Page
- Revision History
- Project Overview
- Goals & Objectives
- Team Member Roles
- Project Approach
- Scope of Work
- Deliverables
- Schedule
- Assumptions
- Ownership & Rights
- Additional Costs and Fees
- Project Pricing
- Payment Schedule
- Acknowledgement & Sign Off

Your Term Project Idea

- Pick a simple design project that interests you (website, web app, mobile app, IoT, game, etc)
- You will plan, design, and break it down from a project management perspective.
- Keep it simple. It should do 1-2 key things.
- You will design the product up to low-fidelity wireframes.

Class Example Project

- Kids Shoe App
 - What size does my kid wear?
 - What shoes are available near me?
 - What shoes can I buy online?
- Present Project Concepts
 - What is your project called?
 - What is it? EX: A mobile app that does ...
 - Why did you pick this project?
 - How many screens do you think it will be?

Questions?

