A3 : Concept Proposal (15%)

Team Proposal Presentations Wed 5 & Thurs 6 September

5 minute presentation in workshop sessions

Team Proposal Documentation by 4pm Friday 7 September

Concept proposal document hosted on team Github repository WIKI

Signed Team Contract to Blackboard by 4pm Friday 7 September

The purpose of this assignment is to define both your project and introduce your team. There are countless possibilities for innovative and novel solutions in each of the problem domains. There are very real human factors at stake that will require considered design and technological approaches. Go beyond the staid and the mundane, by giving the social & emotional contexts of each domain the depth of consideration they deserve.

In this proposal, you will describe the specific domain/problem space you intend to explore and the solution/s you have conceptualised to explore that space. It is expected that you will draw on the Domain Research conducted previously and leverage the proposed methods for further investigation.

You will be expected to connect with real, potential users and additional stakeholders and to articulate their characteristics, needs and desires through your work. Your proposal should describe the methods and approaches you will use to engage people with the domain to further your understanding of the problem space and the suitability of your proposed solution/s.

The ability to work effectively with colleagues with different skills and backgrounds is essential in the workplace and is sought-after by employers. Specifically, technology and design computing students need experience working in domains that can leverage their full suite of skills. The projects you develop this semester provide the chance to develop these competencies and more. In introducing your team, you will present a critical SWOT analysis of team member competencies and attitudes.

The key to success this semester is working together: come up with a solution that exploits social and mobile computing to improve & innovate in your teams chosen domain. This means considering the problem space from both a technical and a design perspective.

Form a team

The first assessment - A2 : Domain Research - is intended to provide a body of research and focused design opportunities for teams to form around. Your team proposal should incorporate and build upon the research already conducted, leverage the methods proposed for further investigation, and potentially the design opportunities already identified.

In the Week 5 workshops, we will take the theme maps produced by Domain Research pairs to identify groupings & themes for domain/problem spaces. Teams will be self-selected, however you should aim to form around areas of interest rather than social ties. You should aim to have a well-balanced team, where all members are willing to contribute to all aspects

of the project - user research, user testing, prototype development, documentation, UX & interaction design, and project management.

Each team is required to set up a Github repository, and a team Slack channel. A guide to structuring & using Github in this team project will be supplied. These collaborative areas will be used to document the project and publish assessment items. Set up tasks and milestones using Github issues that are based on your plans.

Oral Pitch

Prepare a 5-minute pitch (using **maximum of 5 slides**) to communicate your concept to the class:

- Outline the domain/problem space
- Provide a brief background survey (this should be drawn from the Domain Research already completed)
- Describe your design opportunity/concept (including target users/audience)
- Describe the methods/approaches you plan to use to further investigate your design opportunity/concept
- Introduce your team & the teams key strengths

This component of the assignment is formative i.e. it is not graded and is intended to provide feedback that can be addressed in your written proposal, which is graded. A clear and focused presentation is the best way to elicit this feedback, so put some thought into what you say and how you say it. Feedback will be delivered verbally directly following your presentation, make sure have a mechanism for recording that feedback.

You may choose one member of the team to deliver the pitch, or, all members might discuss different components. In either case, all team members must be present and be prepared to answer questions.

When? Week 7, in your workshop sessions.

Proposal

Prepare a proposal for your project. The proposal should be posted to your Github repository as page titled *Proposal* in the WIKI. This should be linked from your main readme.md file. We will be accessing your proposal documentation through the Github URL in your Team Contract, make sure to include it.

Your proposal should:

- Describe your domain/problem space, using work from the Domain Research to support and illustrate your discussion.
- Describe your design opportunity and any initial concepts generated to explore this, again using work from the Domain Research to support and illustrate your discussion.

- Identify and describe your intended audience - note descriptions of your audience should extend beyond basic demography.
- A critique of existing solutions and how you intend to differentiate your work
- Outline the work to be done and what will be produced as a result.
- Introduction to the team - who are the members, what are their key strengths and what does each person hope to achieve through working on this project.
- SCORE analysis for the project and team. Resources for conducting a SCORE analysis can be found at:
    - Comparison of SCORE with SWOT & description of process http://weblog.tetradian.com/2013/06/29/checking-the-score/
    - Introduction to SCORE https://www.slideshare.net/tetradian/intro-toscore-v1
    - Visualisations of SCORE process http://weblog.tetradian.com/2015/12/13/another-view-on-score/

Format

We've outlined a suggested structure for your proposal below. You are free to adapt this or use an alternate structure:

Introduction:

What is your project and what are you trying to achieve by the end of the semester.

Domain/Problem Space:

Identify and describe the domain will you be working in and the problem space will you be exploring. Support and illustrate your description with sources and insights from the combined domain research and any relevant additional sources.

Design Opportunity / Concept:

Outline the specific design opportunity you have chosen to explore and the rationale behind it. Support and illustrate your description with sources and insights from the combined domain research and any relevant additional sources. Define the project aims and audience and identify how your idea is different from and/or improves upon other current offerings. Identify areas of social & mobile theory that apply to, will inform your concept & approach. Connect your concept with select key papers from Domain Research.

Plan of Work:

Identify and describe the work to be done in order to achieve the project aims. This description should break the project into phases and should identify and describe the methods and approaches to be used for each. Draw upon the domain research work to identify suitable methods for further investigations & evaluations. A possible breakdown for phases might be:

- Initial Requirements & Design (Week 8)
- Prototype & Evaluation (Week 10)

- Iteration & Evaluation (Week 11 & 12)
- Final Prototype (Week 13)

To assist you in generating a plan of work: You will be aiming to produce a proof-of-concept prototype at the end of the semester. A "proof-of-concept" prototype balances function and simulation in such a way as to enable users to fully understand the interactivity, purpose and usage of your solution. When considering your prototype, you should frame it according to what you want to learn about your domain/problem space. At the end of the semester, your prototype should have undergone **at least one** evaluation with the target audience prior to final delivery at the showcase. There are 2 stand-ups included in the assessment of the Design Prototype - these will take place in Week 9 and Week 11 and are intended to gauge the team progress. You consider utilising these as milestone deadlines in your planning.

Team:

Introduce the members of the team. Each team member should *reflect* on their strengths and weaknesses and *describe* what they hope to achieve through working on the project. It is not necessary here to list out skills & capabilities; rather each team member should be considering their aspirations & goals for their learning through the project. It is important to note that a team member's strengths should not necessarily define their role or duties. This project is a learning opportunity and duties in the team should be assigned on that basis, not on the existing strengths of each person. Every member of the team is expected to contribute to the implementation and development of the prototype.

SCORE Analysis:

The team should provide a SCORE analysis of the project and team. In conducting the analysis, you should be answering the question "What do we need to have this project succeed?" and should consider:

- Strengths within the team - in skills, knowledge, experience, access, attitudes, work ethic. This should look beyond the technical and design skills of the team. *You are not your ability to code well in a particular language.*
- Strengths around the project concept - ie. access to resources, user groups.
- Challenges within the team - what might prevent the team working together effectively.
- Challenges around the project - concept, domain, access etc
- Options - what opportunities & risks exist in the project concept, project workload or approach, team dynamics. Every opportunity is a risk, and every risk is an opportunity.
- Responses - how others might respond to the project

Team Contract

The team contract will describe how the team will work and how it will communicate; outline how decisions will be made and how conflicts will be dealt with. Most teams issues are borne out of expectation mismatches and miscommunication. The aim of the team contract is for you to ***discuss together*** what expectations you have for communicating and working together to ensure the success of the project. This should not be written as an academic exercise to impress the teaching team. It should be written as an understanding between team members that will be upheld during the project. This contract will be referred to should conflict arise within the team.

Required Content

Project Title & Team Name
Github URL (this will be used to access your proposal document)
For each team member:

- Full name (include any preferred names)
- Program of Study
- Email address
- Duties: when identifying duties for team members, you should consider:
    - What each members' responsibilities are, and how they will work together with other peoples' responsibilities
    - What the key roles are within the team. Avoid silo-ing team members - duties should align with the needs of the project and the learning objectives of each team member not necessarily their strengths.
    - Who will lead the team and manage the project;

Communication Agreement (primary channel of communication & secondaries; expectation of response times; meetings & meeting management) When discussing how the team will communicate and work, you should consider:

- How decisions will be made within and about the project
- Where and when will your team meet and how will you all communicate? Workload Agreement (management & delegation of tasks; re-delegation of workload; include how you will be working with Github to manage the project)

Conflict Resolution Agreement Note, these should work for the team and shouldn't be what you think will impress the teaching team. When deciding how the team will manage conflict, you should consider:

- What conflict means for your team. Is it repeated lack of response to communications? Is it poor quality in task output?
- The process for raising issues within the team. Note this doesn't have to be a formal, laden procedure.

- What action will be taken in the case of conflict, how issues will be raised within the team and what actions will be taken if conflict is unable to be resolved. This should be something that works for the team.

Dated signature from each team member. The document will not be accepted without signatures. All team member should be in agreement on the conditions of the contract and should be involved in the generation of the contract.

Submission

Wednesday 5 and Thursday 6 September (Week 7)

Oral pitch delivered in workshop session.

Friday 7 September, no later than 16:00 (Week 7)

- Upload Team Contract to Blackboard - ensure this document contains the link to your Github repository.
- Proposal document as WIKI page on Github. The page should be clearly titled Proposal and linked to from your repository readme.md file.

Criteria

- Concise, specific and considered description of the *domain/problem space* that will be addressed in the project.
- Clear and detailed description of the *design opportunity/concept*, it's target audience and how it relates to the domain/problem space and the course context.
- *Design opportunity/concept* described offers a creative, genuine and user-focused attempt at understanding the domain/problem space.
- Sources are cleverly used to illustrate the domain, support the design concept and situate the project in the context of social and mobile computing.
- Plan of work appropriately and realistically captures the methods and work required to deliver a **proof-of-concept prototype** of the concept
- Team members are introduced with considered reflections on strengths and project aspirations
- SCORE analysis demonstrates an honest effort at identifying and addressing factors that may impact on the project's success
- Language and writing style is fluent and literate, of a high standard with logical structure and flow

Note: a proof-of-concept prototype is an advanced prototype that balances simulation and functionality in order to provide an accurate representation of the concept to the target audience. The prototype will allow users to interact meaningfully with key aspects of the concept - while providing a clear view of the broader concept form.