
THE INCREDIBLES

Team 3

https://drive.google.com/drive/folders/1CX_K__KciBSWznSJoc1LuzRlx3rJBhTX?usp=sharing

First Assessment Grade: 18

Feedback:

Presentation

well-structured and fun presentation. The content was clear and concise and the visual language was coherent throughout the presentation.

Hunt statement & Research plan

The motivation, user profile, and hunt statement were very well explained. The research plan is good, including the appropriate research methods for the data collection.

Data analysis & data synthesis

The methods applied were appropriate to the research topics. The team developed a thematic analysis and codebook — mentioned in the presentation and expanded in the archive. The personas, empathy maps, and scenarios are too summarised in the presentation, but the team expanded on this method in the archive, clearly identifying needs, wants, context, and pain points for each persona. The storyboards are detailed and do a good job of identifying pain points and pointing to a possible solution. The CI Model was confusing, and I don't believe the team fully understood what was asked in this method, and it would have been interesting to see the pain points represented in the models.

Ideation

The proposed solution responds to the financial well-being component as well as the users' requests from the research. The process of ideation is not introduced in the presentation, but it is expanded on the archive. There may be a need to refine the ideation even further, but the ideas resulting are focused on both features and general intents for the product, with a good systematization between primary and secondary ideas inside each category.