

DESIGNPROJECT1



YOUR CHALLENGE: “Redesign the engagement experience”

THE DESIGN BRIEF

The road to “I do” looks different for every couple. For some, engagement is a defining event in their lives; for others, it’s a formality. It can be intimate, public (think Jumbotron), or both at once. It can be a moment of conviction or uncertainty. It may be a promise, an obligation, a dream, an act of rebellion, a privilege, a political statement, or a secret. What’s more, though the proposal moment often steals the show, its lead-up and aftermath are often just as interesting.

For these reasons, it’s a fruitful starting point for practicing the user-centered design process. Its personal scale ensures that you can rapidly prototype experiences, products, services, or all three. Its variety ensures that you will have the opportunity and challenge of considering multiple user perspectives. Its ubiquity ensures that you will have many opportunities to interview users.

THE DETAILS

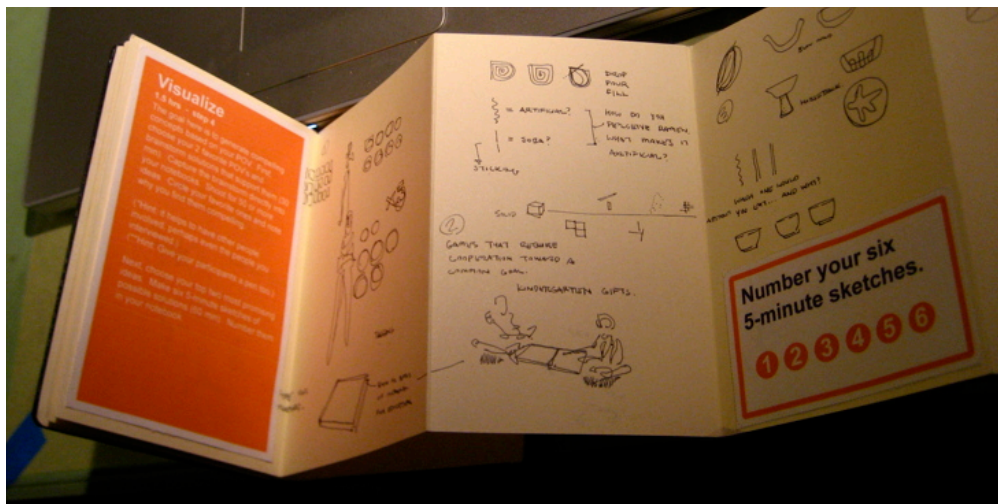
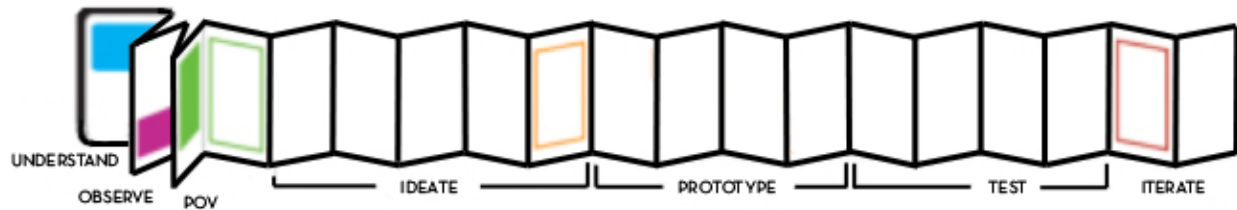
Start by understanding the proposal and engagement process. If you uncover a compelling need that’s not directly related to engagement, pursue it! Your task is to uncover a meaningful need and show the insights you discovered that led you to your innovation. Your solution can be a product, a service, or an experience. The most important quality of your solution is that it fills the need that you found, whether or not that need is directly related to engagement.

You’ll receive an accordion-fold pocket notebook that you can use to document your design process. The phase stickers are there to guide you through the design cycle. Bookend each mode – empathize, define, ideate, prototype, and test – with the appropriate process stickers.

This is the only Bootcamp DP that you’ll be working on by yourself. We recommend finding a partner for interviewing users, but you should do the rest of the project on your own.

EVALUATION

On Wednesday, October 5, you'll share your notebooks in class and then turn your notebooks in. Grading will be based on your notebooks, focusing on your process and documentation (who you talked to, depth of need uncovered, and innovation in the solution). Keep the big milestones legible: needs, insights, point of view, concepts, reflection. You will also need to bring in your physical prototype(s) or pictures of an experience prototype.



SCHEDULE

DATE	CLASS PLAN	DUE
Wednesday 9.28.11	Launch project Content stations (Empathize, Define) Introduction to d.school community with Charlotte	
Friday 9.30.11	User faire	Bring in a user if you've volunteered to bring one
Monday 10.3.11	Content stations (Prototype & Test, Show Don't Tell) Introduction to d.school space with Scott Photos for photo wall	Steps 1-2 (Empathize, Define); come to class with a completed POV
Wednesday 10.5.11	Share out prototypes & notebooks Debrief project	Turn in entire notebook; bring prototypes if they are transportable