**Final Group Project 3**

**Front-End Prototyping**

Welcome to your last group project!

You’ll have three weeks to work in groups of two or three on a project that combines your user experience (UX), user interface (UI), and front-end (FE) development skills. **For this final group project, you have the choice of designing for any modality: websites, mobile app, Apple or Android watch, virtual reality, augmented reality, or voice interface**.

Is there an app or website you’ve always wanted to design or redesign? The freedom is yours to choose.

Your group will choose a (local/global) cause and execute a high-fidelity clickable prototype (Figma/Adobe XD/InVision) and code one to three responsive webpages through FE development (HTML/CSS/JavaScript).

# **Group Project Requirements**

The weekly project deliverables are a recommendation, not a strict checklist. Feel free to adjust the timeline to suit your team’s schedule.

Check in and work with your instructor and teaching assistants (TAs) to keep track of your progress. Each group is required to complete the design process.

## **Group Project Setup**

* **Create a Google Drive:** Share a group folder in Google Drive with team members and add your instructor and TAs.
* **Create a team Trello board:** Set it up for a three-week project, add project tasks to a team Trello board, and distribute it to team members.
* **Share the Trello board link and prototype links:** Add a Google doc, including relevant project management links (Trello or other) along with your prototype links (InVision, Adobe XD, GitHub pages, or others).
* **Create a GitHub Repo:** Share a repository for coding your webpages.

**Week 1: Research > Design Thinking > Problem Definition > Ideation > Early Prototyping**

## **User Research**

* **Stakeholder Contact:** If your team opts to work with a cause, it is highly recommended that you contact somebody at your organization to interview and gain insights into their unique problems.
* **Competitor Analysis:** Include/share a link to illustrate the key finding you learned from the competitor analysis.
* **Heuristic Evaluation:** Include/share a link to the user research gatherings and what was learned from understanding your user.
* **Ethnographic Observations:** Include/share a link to the user research gatherings and what was learned from understanding your user.
* **Proto-Persona > User Persona:** Include/share a link to the Digitized User Persona .png. What are the user persona goals? What are the user persona frustrations?
* **Affinity Diagram:** Include/share a link to the Affinity Diagram .png. Visualize your process for how you developed your user persona and empathy map.
* **Surveys:** Include/share a link to the user research gatherings and questions asked.

## **User and Stakeholder Interviews**

* **User Interviews:** Include/share a link to how many people you interviewed. Did you do one-on-one interviews? Group interviews? Share your most relevant user quotes/key findings from your research.
* **Stakeholder Interviews:** Include/share a link to how many stakeholders you interviewed. Did you do one-on-one interviews? Group interviews? Share your most relevant user quotes/key findings from your research.
* **Empathy Map:** Include/share a link to the Digitized Empathy Map .png.
* **Client:** Include/share a link to working with a stakeholder/client.

## **Key Insights**

* **User Insight:** Include/share a link to the most relevant user insights from your research.

## **Define the Problem**

* **Problem Statement:** Include/share a link to a problem statement that addresses a human need.
* **UX Hypothesis:** Include/share a link to explain the conclusion you’ve come to based on your user insight.
* **Value Proposition:** Include/share a link to the value proposition canvas with the Value Proposition Mad-lib document.
* **Business Model Canvas (BMC):** Include a link or add the completion of the BMC, including outstanding questions.

## **Ideation/Brainstorming**

* **Brainstorming:** Use a brainstorming method to ideate on potential solutions.
* **Sketches:** Include/share a link on the early ideas for how the concept will be conveyed in the project/design you’re creating.
* **UX Scenario:** Include/share a link on an early idea that conveyed the goal(s) you hope to accomplish with your project/assignment.
* **Storyboard:** Include/share a link to a document that communicates how the story will be conveyed in the project/design you’re creating.

**Week 2: Mid-Fidelity Prototyping > Testing > High-Fidelity Prototyping > Testing > RWD UI Style Guide > FE Development**

* **Information Architecture**
* **Card Sorting**
* **Sitemap**
* **Task Flow or User Flow Diagram:** Include/share a link to a document that states the user's process for the project solution you have defined.

## **UI and FE Dev Prototyping**

* **Paper Prototype:** Include/share a link to a low-fidelity solution that can be tested via InVision.
* **High-Fidelity Clickable Prototype:** Include/share a link to a high-fidelity solution that can be tested via InVision.
  + Must use color, typography, “real” images, “real” copy, and iconography.
  + Must display good design standards (use UI patterns, clear labels, simple colors).
  + Must have good use of color and typography.
  + Must show interaction and be clickable with no prototype dead-ends.
* **User Journey Map:** Include/share a link to a document that communicates how the user moves through your solution and how your solution solves the problem your user needed to solve.
* **FE Webpage Development:** Include/share a link to the GitHub repo and GitHub pages URL.

## **UI Style Guide Design**

* **UI Style Guide Inspiration:** Include/share a link to an InVision Board that includes UI inspiration and direction maintained by your team.
* **UI Style Tile > UI Style Guide:** Include/share a link to a document that includes the 25 elements of the UI system.
  + Must be high-fidelity.
  + Must be iterative.
  + Must be shared among team members.
  + Include:
    - * Logos
      * Color palette
      * Typography (H1–H6 and body copy)
      * Iconography
      * Imagery
      * Responsive header and footer navigation component
      * Button states
* **UI CSS:** Include/share a link to a GitHub repo with CSS code.
* **UI CSS/JavaScript Animations:** Include/share a link to a document that communicates how the UI might animate and the HTML/CSS/JavaScript code to execute the animations.

## **UI/FE Dev Testing**

* **Low-Fidelity Prototype Testing:** Include/share a link to a responsive web design (RWD) InVision app prototype with feedback from users.
* **Mid-/High-Fidelity Prototype Testing:** Include/share a link to a RWD InVision app prototype version that captures the feedback from the user.
* **High-Fidelity A/B Testing:** Include/share a link to an A/B version that captures the feedback from a user.
* **User Testing Videos:** Include/share a link to an InVision app prototype test that captures the feedback from a user.
* **Hotjar Heatmaps/Google Analytics Funnel Data:** Include the user testing data gathered from connected user testing tools to your project webpages.

**Week 3: Case Study Production and Presentation Prep > Presentations 1 > Presentations 2**

# **Presentation Requirements**

Presentations divided between two days to allow each team to share.

## **Group Presentation**

* **Presentation Plan:** Include a presentation outline document with presentation responsibilities and a 10-minute timeline.
* **~10-Minute Presentation:** Include a Google Slides document with presentation materials for your group.
  + Overall concept
  + User motivation
  + User insight and the problem being solved
  + Your team’s design process (research > design + dev > iterations > tests)
  + A walkthrough of your clickable high-fidelity prototype via InVision and your FE webpage(s)
  + Review future opportunities/next steps

## **Presentation Notes**

* This is a formal presentation. Treat the presentation seriously!
* Practice talking intelligently about UX/UI design, prototyping, and human-centered design as a group.
* Present aspects of the UI project that each member had a unique impact on.
* Practice! Practice! Practice!
* Presentations will be recorded.
* Dress appropriately and as a group.

**Grading**

You will receive a letter grade based on how well you execute the requirements above. The breakdown will be as follows:

* Project Design Process: 50%
* Prototype: 25%
* Presentation: 20%
* Collaboration/Teamwork: 5%

More importantly, your instructional staff will be providing feedback on the overall project: process, teamwork, presentation, and the overall design process.