

Major Web Project

Assignment A – Design Thinking, Wireframing & Storyboarding

The major Web project covers Assignments A & B and requires you to conceptualise, sketch and implement a new and improved WordPress-driven version of the website

<http://www.dfi.dk/Filmhuset/Cinemateket/Billetter-og-program/Serie.aspx?serieID=11464> on desktop and mobile devices.

In Assignment A of the major Web project (this assignment), you apply design thinking principles to gain empathy and understanding of the deeper needs of your users, sketch wireframes, storyboard them and produce mockup screen designs for your improved

<http://www.dfi.dk/Filmhuset/Cinemateket/Billetter-og-program/Serie.aspx?serieID=11464> website.

Assignment A is the predecessor to Assignment B, where you implement your designs as a working WordPress site.

The objectives of this assignment are as follows:

- Apply *design thinking* to develop and justify a creative and divergent design idea that meets the needs of your users.
- Familiarize yourself with wire-framing tools as a way of designing website layouts suitable for viewing on both desktop and mobile devices.
- Familiarize yourself with layout and mock-up tools as a way of designing and communicating the final look of a website, suitable for viewing on both desktop and mobile devices.

This assignment is worth 15% of the subject mark. It is due Friday March 11, 17:00.

This is a non-technical assessment – no code is written Assignment A. Instead you use this time to focus on the design and user experience of the new

<http://www.dfi.dk/Filmhuset/Cinematik/Billetter-og-program/Serie.aspx?serieID=11464> website. Assignment A is divided into 3 parts.

Part 1 – Use Design Thinking to Understand User Needs (5 marks)

For this first part, you will use design thinking as a way of generating and developing ideas for a new <http://www.dfi.dk/Filmhuset/Cinematik/Billetter-og-program/Serie.aspx?serieID=11464> website. Design thinking allows you to gain insights into the needs of your users so you can provide a better user experience. This idea is covered in Week 6's lecture, and the materials from that lecture can be used as a reference point for this part.

The overall purpose of revising the <http://www.dfi.dk/Filmhuset/Cinematik/Billetter-og-program/Serie.aspx?serieID=11464> website is to address the following design challenge:

"How can we attract, engage and provide a great experience for moviegoers?"

You will be assessed on the degree you understand the design thinking process and the tools that are used to help you identify the needs of your users. In this assignment, we specifically focus on the *empathize*, *define* and *ideate* phases of design thinking, to be fulfilled by completing the following tasks:

- Attend a Film using <http://www.dfi.dk/Filmhuset/Cinematik/Billetter-og-program/Serie.aspx?serieID=11464> with a Friend (Not assessed 😊 but recommended)

We recommend you use <http://www.dfi.dk/Filmhuset/Cinematik/Billetter-og-program/Serie.aspx?serieID=11464> and attend a movie with a friend so that you know what the experience is like and hence better understand how the <http://www.dfi.dk/Filmhuset/Cinematik/Billetter-og-program/Serie.aspx?serieID=11464> website could better meet the needs of its users. If you cannot, or do not want to go to a movie, try to remember what it was like the last time you saw a film.

Know your Users - Identify User Personas (1 mark)

You start the design thinking process by thinking about your users. You need to think about the kind of people that want to see a film at <http://www.dfi.dk/Filmhuset/Cinematik/Billetter-og-program/Serie.aspx?serieID=11464> You will do this by writing short sentences that describe two different kinds of users: who they are, how they might feel, and what their needs

and desires are. You will need to produce TWO user persona descriptions, each less than 50 words. Details on how to write effective user personas are covered in the Week 6 lecture.

You will be awarded 0.5 marks if you identify TWO user personas, and the full 1 mark if you also identify their emotional and psychological qualities.

Describe their Scene - Identify Activities, Environments, Interactions, Objects and Users (AEIOU) (2 marks)

Think of your movie-going experience as that of a short story consisting of many 'scenes' – organizing it with your friends; getting to the cinema; finding a park for your car or bike; catching the bus to Gothersgade, waiting in the lobby; ordering food and drink; actually seeing the film; and talking about it afterwards.

You will need to identify a particular aspect or scenario of the movie-going experience that would have been enhanced by having access to the <http://www.dfi.dk/Filmhuset/Cinematket/Billetter-og-program/Serie.aspx?serieID=11464> website. Be open-minded about what the movie-going experience is and what it means to you. To you, it may not be about just about being at a cinema for a few hours. The experience could start from the moment you think about seeing a film at the DFI, and it could continue in the hours (or days) afterwards as you discuss the film or recommend it to your friends. Remember, the experience does not necessarily start or stop at the cinema.

For TWO marks, you will identify a particular aspect or 'scene' of the movie-going experience that could be enhanced or assisted by having access to the website, and describe:

- *Activities* – What are you doing? What are you trying to do?
- *Environment* – Where are you? What's around you? Who is around you?
- *Interactions* - What kind of objects are you interacting with? Who is it that you are interacting with?
- *Objects* – What objects do you see?
- *Users* – Who are you? And who are the other people around you? What are their desires, needs and ambitions, and how do they feel?

Original and realistic scene descriptions will be awarded the full 2 marks. Partial, incomplete, unrealistic or lower quality scene descriptions will be awarded 0 – 1.5 marks.

Create a Point-of-View Statement (1 mark)

Once you have analyzed a particular 'scene', you will need to create a point-of-view statement based on that scene. Point of view statements allow one to see and identify needs from the point of view of the user. It has three components:

- *User* - Who are you designing for? It cannot be vague - it needs to feel realistic and specific, and must identify with the emotional needs of the user.
- *Need* - What does this person need? Needs should be expressed in terms of verbs (e.g. "needs to know which films are right for him, needs a place to eat afterwards") rather than nouns (e.g. "needs a list of recommended films, needs a snack bar").
- *Insight* - What surprised you about the user (or yourself, based on your own movie-going experience)? What did you notice about your environment, your needs etc. that you did not notice before, or did not expect to notice?

Creating effective point-of-view statements are covered in the Week 6 lecture. Good quality point-of-view statements that address the above criteria will be awarded 1 mark. Lesser quality point-of-view statements will be awarded between 0 to 1 marks.

Create a "How might we ... " Question (1 mark)

The creation of a "How might we ... " question turns a point-of-view statement into a questions that inspires a creative way to address a user need. This question could be used to inspire or inform a particular feature of the new

<http://www.dfi.dk/Filmhuset/Cinamateket/Billetter-og-program/Serie.aspx?serieID=11464> website. The Week 6 lecture describes and provides examples on how to create effective "How might we ... " questions.

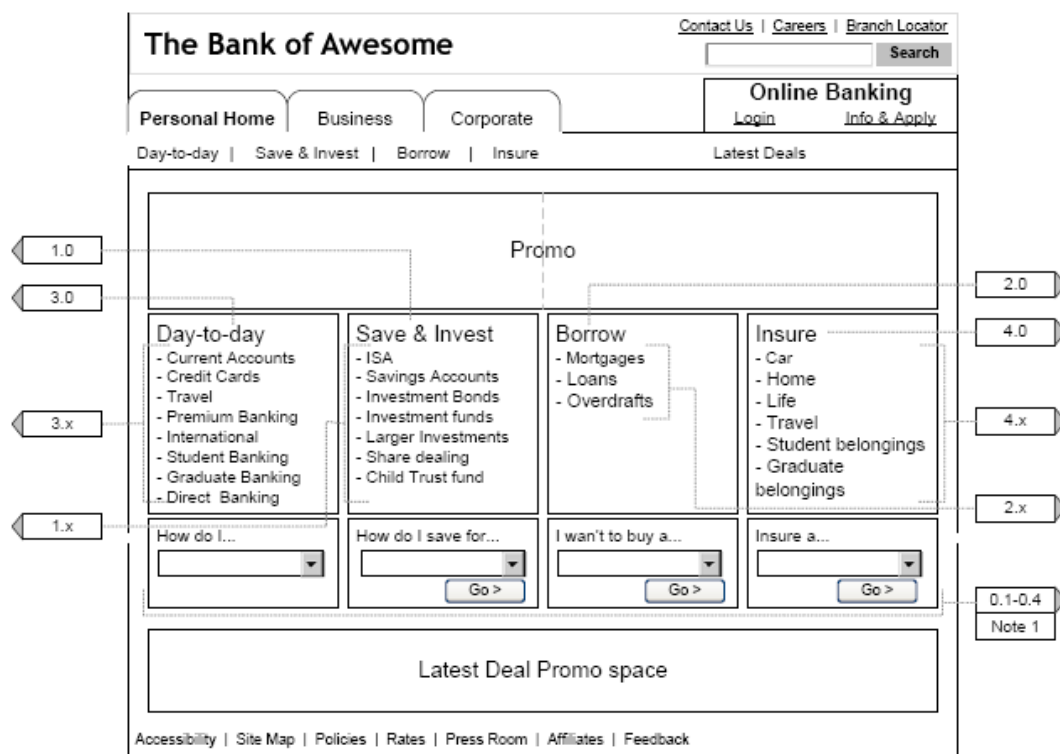
You will be awarded 1 mark for a "How might we ... " question that is original, properly formulated, and is based on your point-of-view statement that you identified earlier. A lower quality or less realistic "How might we ... " question will attract 0.5 marks. You will not be awarded a mark if the "How might we ... " question is vague or unrealistic.

Part 2 – Sketch and storyboard wireframes to visually layout your site's content, structure & interaction (5 marks)

Wireframes are used to visually communicate and organize the skeletal framework of a website. Rather than focus on design and aesthetics, wireframes focus on the kinds of information displayed, the functionality that is available to the user and the relative priorities of the site's information content and functionality. Wireframes are often used to prototype and communicate the functional aspects of a site's. You may use <http://www.lovelycharts.com/> or any other tool of choice to create your wireframes. Some of these will be covered in the Week 6 TA class.

Create your Site Wireframe for the Desktop Version of your Site (2 marks)

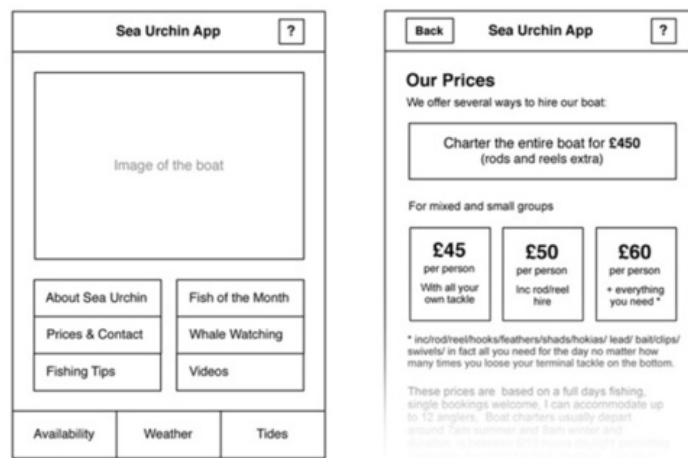
You will need to create wireframes that represent the functional aspects of the <http://www.dfi.dk/Filmhuset/Cinematik/Billetter-og-program/Serie.aspx?serieID=11464> website as it would appear within a desktop browser. You will need to create wireframes for at least THREE pages or separate screens (0.5 marks each) that highlight different functionality or aspects of your site. You will also need to describe, in less than 100 words, how the layout of elements and content on the desktop version of the site meet the needs of its users (0.5 marks). These descriptions can be attached to the wireframe itself in the form of annotations.



A wireframe for a fictitious desktop website. Wireframes emphasize content and layout rather than aesthetics.

Create your Site Wireframe for the Mobile Version of your Site (2 marks)

You will also need to create wireframes for a mobile version of your site. The content and functionality displayed within these wireframes should be different from those of the desktop version of the site in that it's better tailored to the needs of users when they will be accessing the <http://www.dfi.dk/Filmhuset/Cinemateket/Billetter-og-program/Serie.aspx?serieID=11464> site on the go. You will need to create wireframes for at least THREE pages or separate screens (0.5 marks each) that highlight different functionality or aspects of your site as tailored to the needs of users who are accessing your site on a mobile device. You will also need to describe, in less than 100 words, how the layout of elements and content on the mobile version of the site meet the needs of its users who are accessing the site on-the-go (0.5 marks). These descriptions can be attached to the wireframe itself in the form of annotations.



Wireframes for a fictitious mobile site. Be mindful of interface issues and specific user needs that arise as a result of accessing the site on a mobile device.

Implement a feature or layout design based on your “How might we ... “ question. (1 mark)

You will need to highlight and demonstrate a specific design feature that answers your “How might we ... “ question that you identified in Part 1 of the assignment. The design feature should logically ‘answer’ the “How might we ... “ question. For example, for a hypothetical museum website, if the “How might we ... “ question was “How might we let our audiences know that the museum is closed on Mondays”? Your wireframes, in this case, could clearly show the opening times of the museum at the very top of the page.

Part 3 – Communicate the Visual Design of your Site (5 marks)

The final part of this assignment requires you to use Fireworks or Photoshop (or any other drawing software you like) to create the visual design or 'mock-up' of your site. The designs should be based on your wireframes and closely reflect how your site would look when its finished. You are required to produce a single 'mock-up' for every wireframe that was produced in Part 2 (i.e., 3 mock-ups for the 'desktop' wireframes, and 3 mock-ups for the 'mobile' site wireframes). Your visual designs will be assessed on:

- Adherence to your site wireframes (1 mark)
- Design, aesthetics, completeness and clarity of communication (4 marks).

Further details on effective visual design will be covered in the lectures for Weeks 8 - 10. The visual designs should be completed in such a way that you can start writing HTML and CSS code without the need to do any further design work.