

General info

Grouping: in pairs of two

Entry Requirement: none

Time indication: +/- 13hrs per week, per student

Timeframe: week 1, 2 and 3

Learning objectives:

- (GI/ANA/1) The student can research UX aspects, identify problems, draw conclusions and substantiate these with references from literature, good and bad examples and existing guidelines.
- (GI/REA/1) The student can create a UX design, based on design problem and target group, using personas.
- (GI/REA/1) The student can design an app focused on the user experience.

Prerequisites to get a grade:

- At least one user research method is used
- At least one persona is included and backed up by research
- Three different concept ideas are included
- The wireframe consists of at least 10 screens
- The connection between your requirement list and wireframe is explained
- The pitch takes at maximum 90 seconds and consists of minimal 10 slides
- References are included
- The entire document is 5 pages at maximum

1a: persona and problem definition of your app idea

This first week you will start with researching your target group and problem definition for your app, by going through different phases of design thinking. This research (and your app idea) will also be input for the module hybrid- and backend development. During the first workshop we'll discuss defining a problem, the design thinking phases and different (user) research methods. This will help you to focus on emphasizing with and defining a design problem for your target group.

Deliverable: problem definition and persona supported with at least one research method.

1b: brainstorming solutions

Identify a list of at least 10 initial requirements, based upon your researched persona and problem definition. Following, have these requirements inform three app concepts that solve your target group's problem. Make sure these concepts are three different concepts to the same problem that you've researched - try not to get attached to one idea before coming up with more! Justify why your chosen concept is the best for your users. Once you have these three concepts, you can start creating a prototype with wireframes for 1c.

Please note: these sketches are based on your requirements and they should differ in functionalities/output

Deliverable: 10 initial requirements and three concept ideas to your target groups' problem in three different sketches.

1c: final prototype

The third week you will pick one idea solution and create your low-fidelity prototype, including your requirements analysis. Your prototype should consist of at least 10 screens which should be connected to show the user flow. This final prototype will be the base for the following sessions (week 4-8).

Deliverable: fully structured low-fi prototype of at least 10 connected screens based on user research methods and an extensive requirements list.

Please note: your requirements list and low-fi prototype should be connected (and inform each other).

1d: elevator pitch in week 4

Create a pitch with a *maximum* of 90 seconds and a *minimum* of 10 slides to explain your concept. The audience of this pitch is your user who you want to convince to use your product.

Deliverable: pitch with a *maximum* of 90 seconds and a *minimum* of 10 slides explaining at least your concept.

Hand-in

- PDF of your pitch
- Fully structured low-fi prototype displayed in research document with a **strict** maximum of five pages (that contains at least your problem definition, persona supported with research method, 3 exploratory concepts, your final lo-fi prototype and extensive requirements analysis)

The deadline is in week 8.