**Scoping**

**Conceptual Scope**

* How 'big' is your project? What's the balance between the serious and playful sides?
  + Leaning towards the more serious elements e.g. raising awareness of the impact of low literacy rates, the number of countries with below average literacy rates
  + Includes playful elements that aim to retain attention  ​
* Are you looking to raise awareness about your serious issue or to provoke a changes in attitudes / behaviour. If so, is this with a particular demographic/group? ​
  + Both raising awareness with our target user group (school aged children and adolescents) and encouraging perspective on their education and knowledge of a global issue.
* What are the primary objectives for your project? Are there any you could prioritise?​
  + Display clearly recent trends and patterns in literacy rates at the global/regional levels
  + Increase interest and understanding of global literacy data particularly among young people through an interactive facility
  + Highlight gaps at the regional and national levels to pave way to mobilise international support to education
  + Help shape young people into responsible and aware citizens
* Remember that the aim is to build a minimum viable product (MVP), with the intended aim that it would be at the level to show investors.

**Technical Scope**

* Which sections are you focusing on. Agree as a team is there a focus on the backend / frontend?​
  + More focus on front end – main database already provided from online sources so only need to cope with user interaction in addition
  + Focus on creating an interactive globe/making data interesting to navigate (highlighted as important from survey)  
    ​
* Does the technical development support the concept? Can you trim out anything that doesn't?​
  + For the most part yes, one struggle might be a globe element and the lack of native support for the concept in the desired development stack  
    ​
* Decide on the fidelity of each of your functions. For instance, do you need to integrate a fully working map? or would a static one do as a proof of concept? ​
  + Preferably fully working as it is a key part of our idea  
    ​
* Data. Is this 'live' or running from a hand-selected data set?​
  + Hand selected dataset that we can package with any production version of our website  
    ​
* Use user stories to identify technical scope.
  + Think about results from survey monkey and form focus group

**Evaluation Scope**

* What evaluation questions do you have? What do you know already? What do you not know? Do you have any assumptions?​
  + 3D Elements vs 2D elements?
  + We assumed that including 3D elements would result in a more playful website – more interactive – hence allowing younger children to easily access the data whilst playing around with the globe!
  + We don’t know if lights would be a better representation in comparison to sound.
* When are you evaluating it?​
  + Throughout the design and build process
* What evaluation methods are you using?​
  + Survey, focus group, desk research
  + Explain how and why we chose literacy rates, then go into primary research and exploring design choices
  + Evaluate websites doing similar things
* What is the depth of your data collection and analysis?​
  + Option for survey ex post to collect feedback and insight into user experience from focus group and wider networks
* It's ok to tell us how you would evaluate given further time and resources (we don't expect you for instance to run a 30 person user study!)
  + Probably best to fill out towards the end of the project!