

Assignment 3

Design Thinking:

Sketches and Wireframes

Flow Overstack Team

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1 Introduction

Write a brief introduction referring back to your project and its basic concepts.

2 Persona

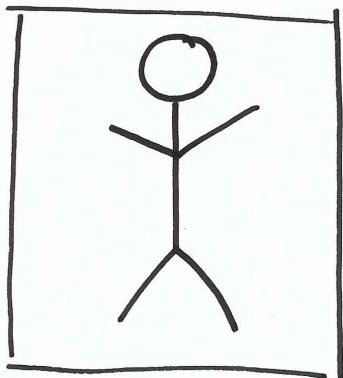
The first task we went through was to summarize the interviews we conducted and extract meaningful data from all the kids' answers, to construct a user model for our application. The result is Kiddo, our design persona.

Kiddo is the average 12-years-old, goes to middle school and loves spending time on his smartphone. He uses it mainly for entertainment purposes, following his favorite YouTubers and idols on social media, listening to music and chat with his on- and offline friends.

His inspirations are people like Footballo Socceri, the famous football player who always trash-talks his opponents on Twitter; Trappino Trappisti, a rapper who rose to fame after punching a child on the street and whose songs are mainly violence-themed; Thotella DeThot, a TV showgirl widely known for her osé selfies posted on Instagram; and many others.

He doesn't dislike school, but he finds the "classic" way of studying quite boring, bent over a textbook trying to memorize dates and facts that he will forget in a couple of days anyway. In class, he often dreams of being somewhere else, learning something that he is *really* interested in.

[PERSONA]:



- children
- ~12 years old
- middle school

Their role models:

- scientists
- artists
- singers
- actors
- youtubers ...

Their attitude to smartphones:

- used for entertainment, creativity
- time limit
- addiction awareness

Their attitude to learning:

- learning by doing
- innovative ways of learning
- self-teaching

Figure 1: Our persona draft

3 Ideation and sketching

Describe your ideation and sketching process and how these two activities fit together.

4 Workspace and materials

Describe your workspace and the materials you used.

5 Photos

If appropriate, show photos of your team at work.

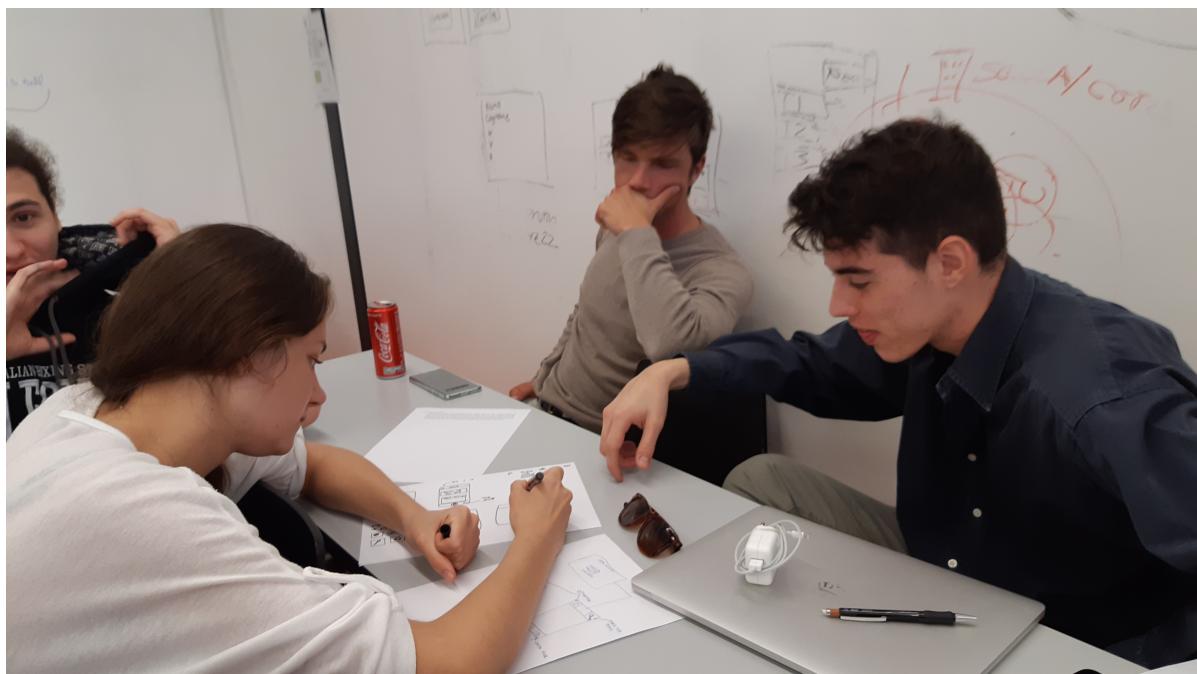


Figure 2: Our team at work

6 Sketches

Show scans of selected sketches.

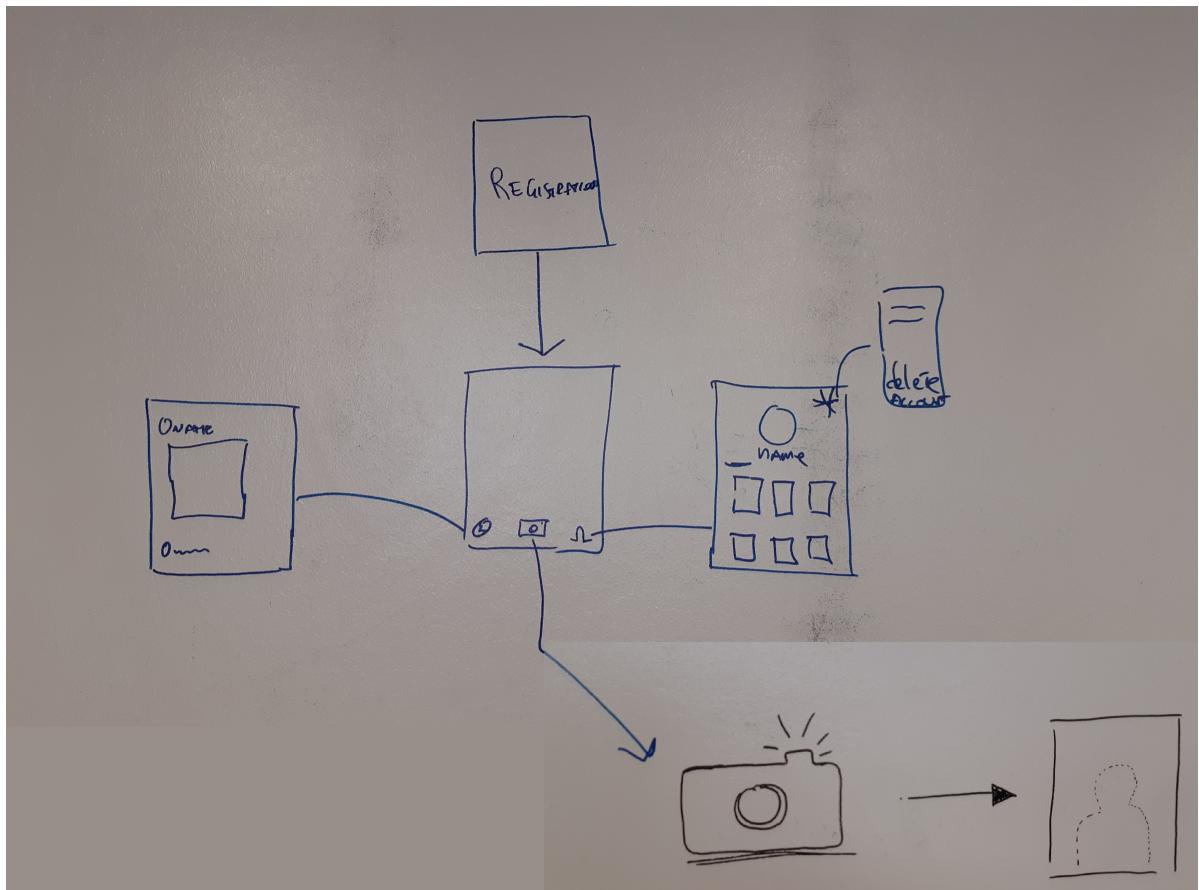


Figure 3: The very first sketch

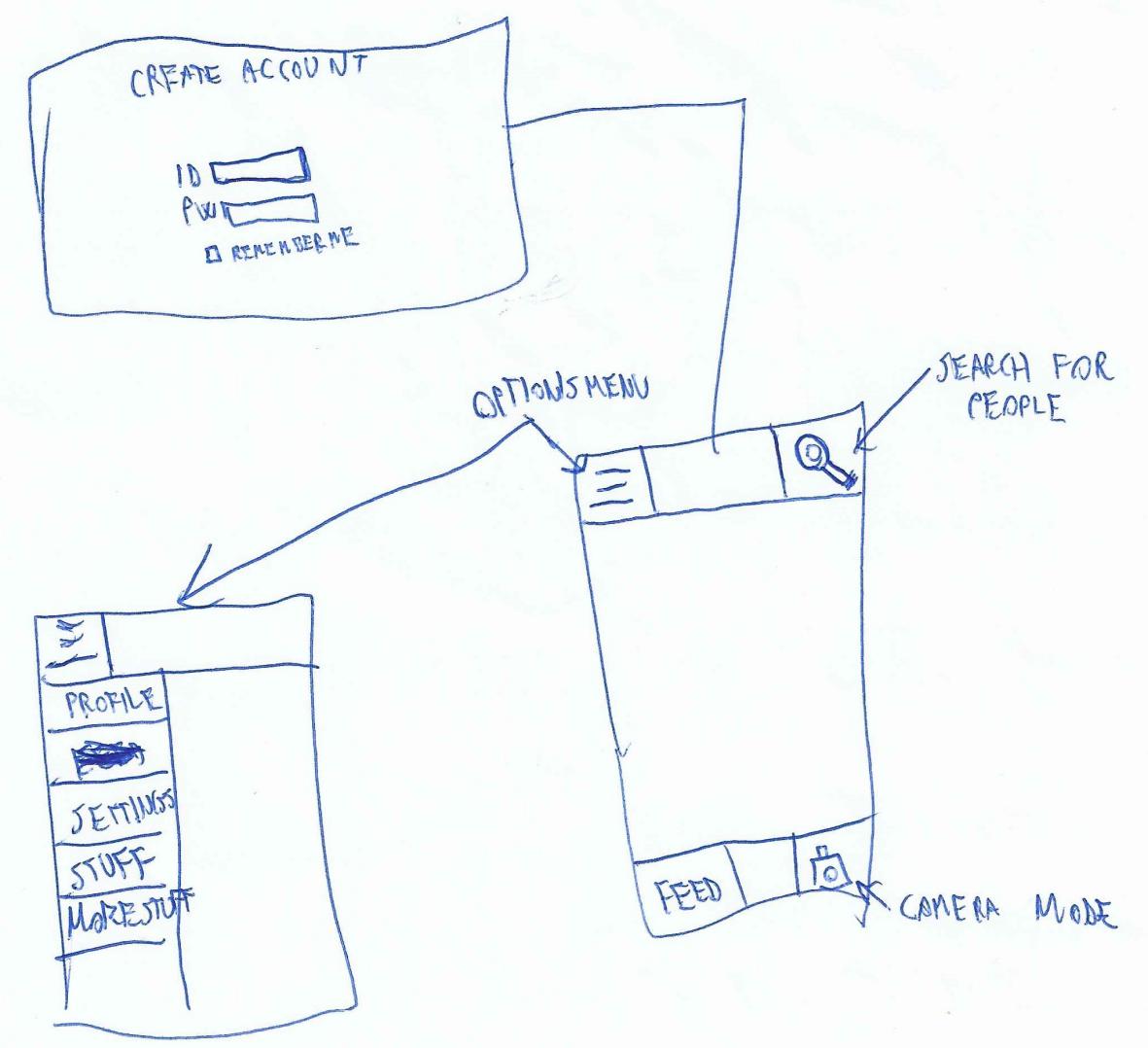


Figure 4: The basic idea

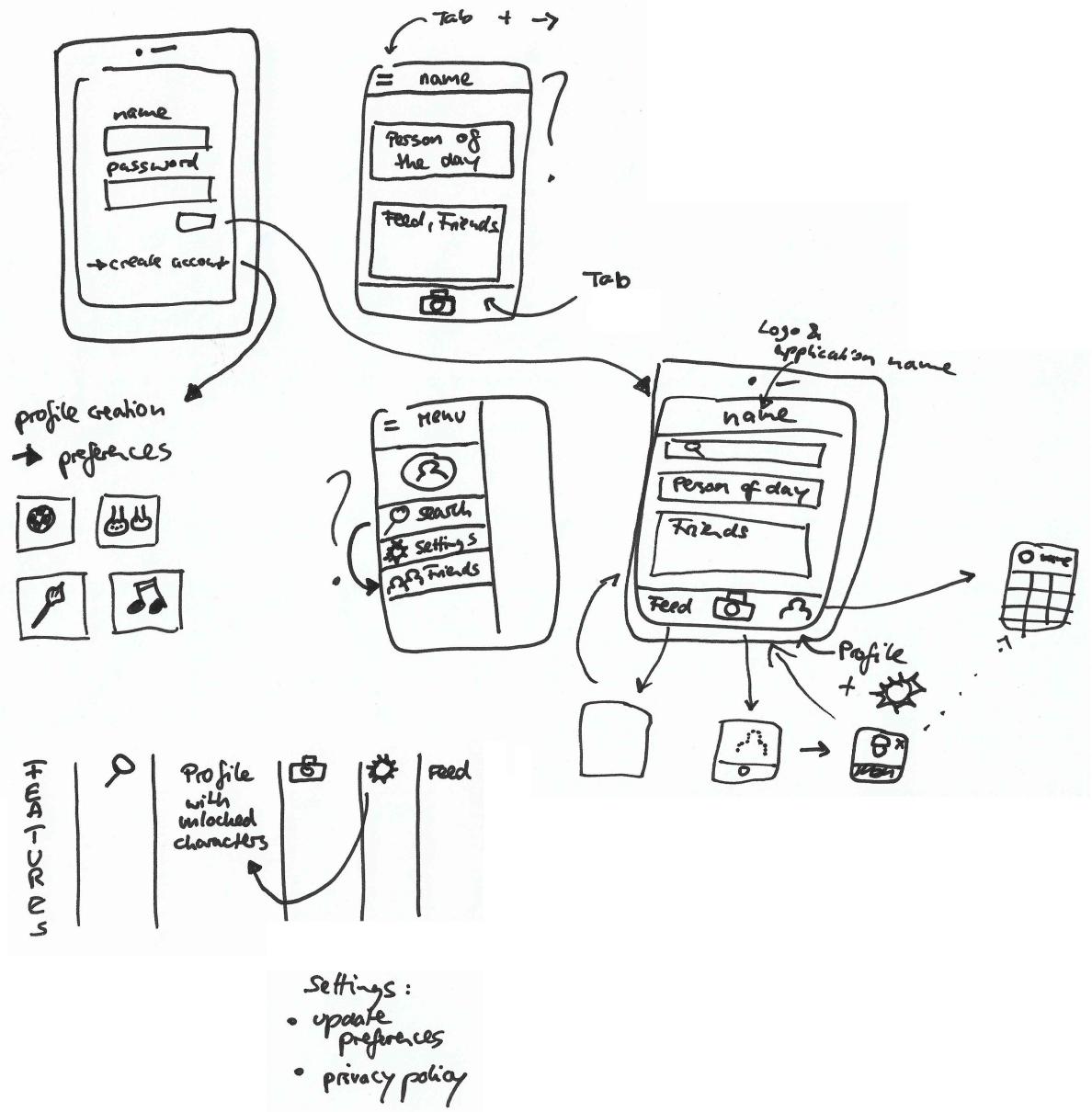


Figure 5: Adding complexity

7 Storyboard

Show your storyboard (probably as scans or photos), and explain the process very briefly. Explain the frame that shows the transition from one adjacent frame to another.

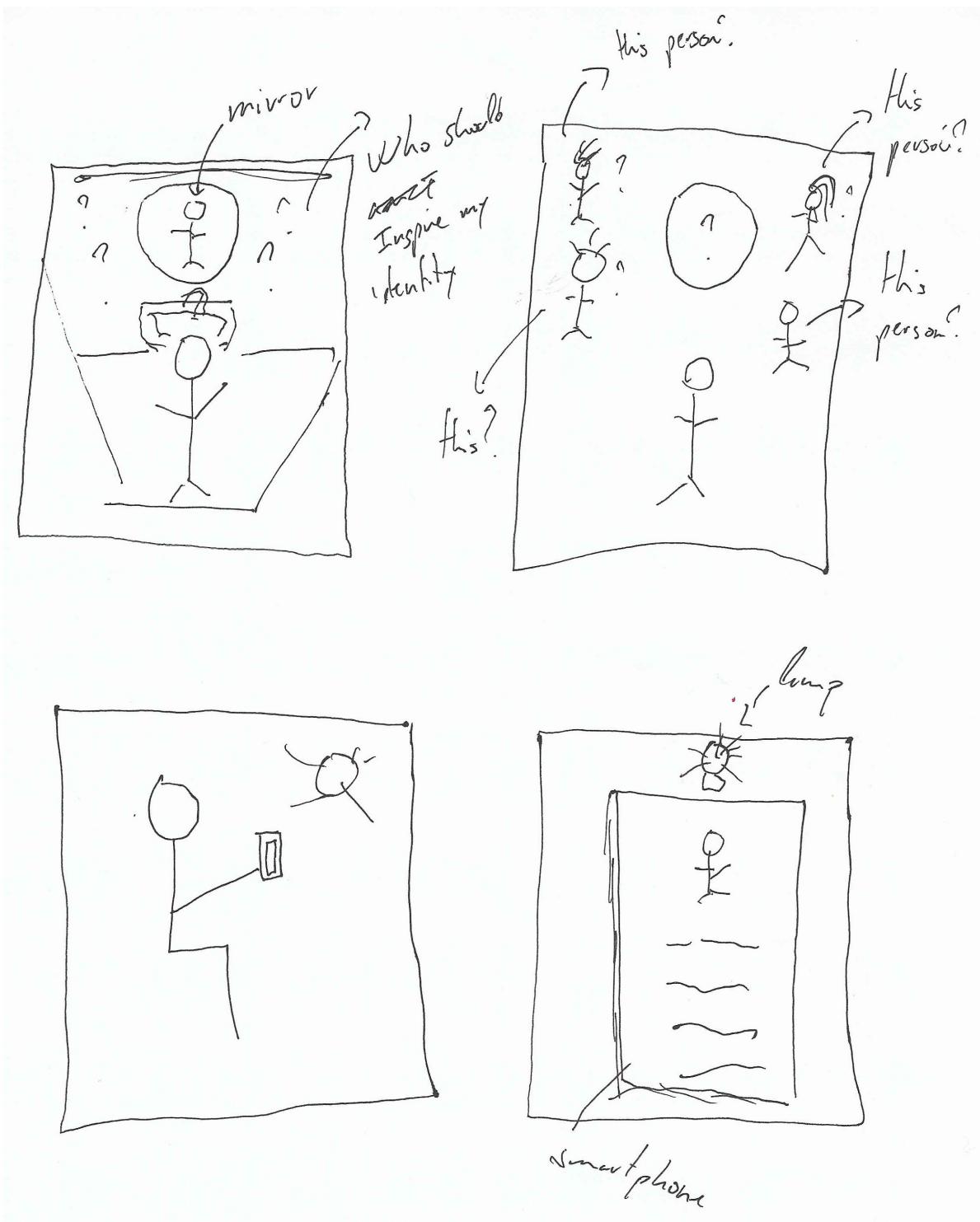


Figure 6: The First Story (by Filippo)

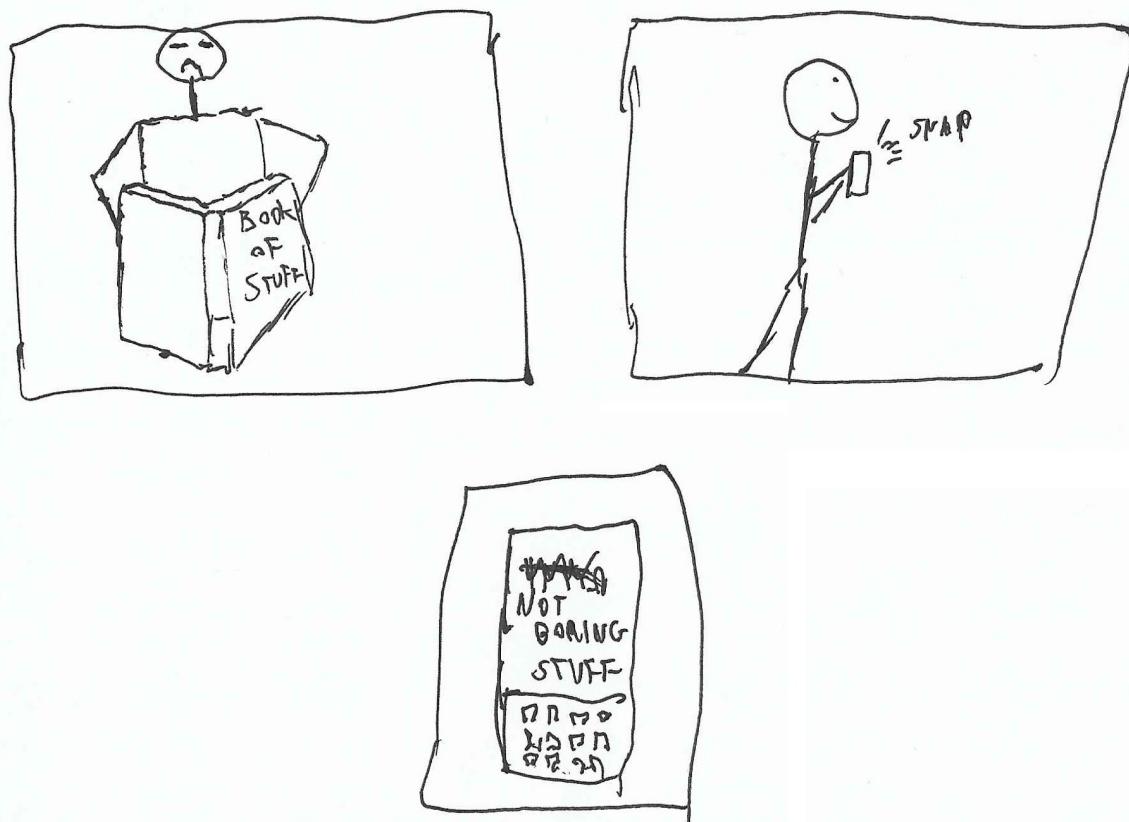
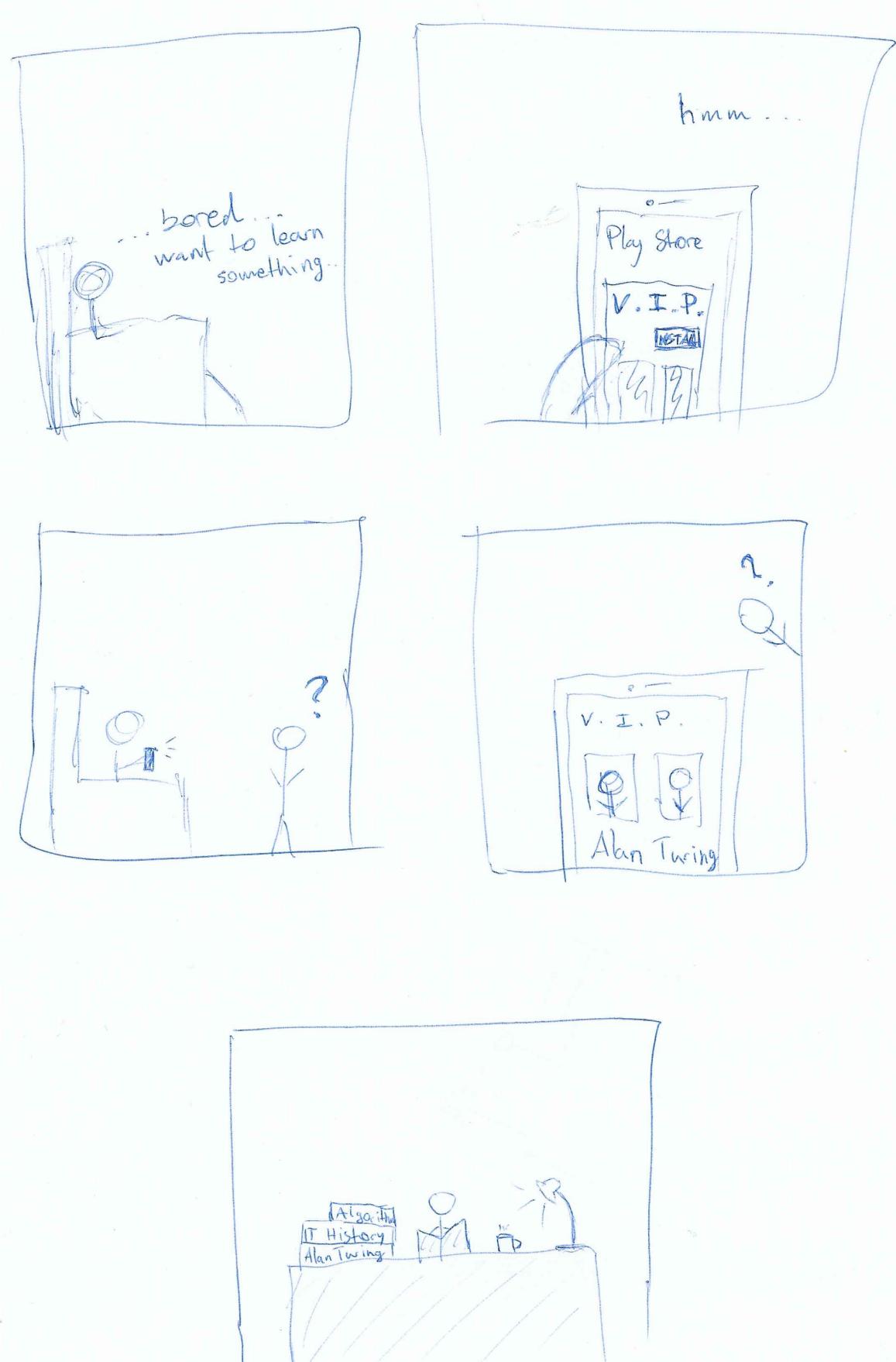


Figure 7: The Second Story (by Tommaso)



8 Wireframe

Make a wireframe representation of a set of related intermediate screen designs, corresponding to the usage/design scenario you used for the storyboard above. Show screen layout and navigation.

9 Conclusions

Write conclusions about what you have learned and progress in your project.