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P2 Concept Exploration

Introduction

The students enrolled in DePaul's Computing and Digital Media program are lacking a technological medium that allows them to view the art, music, and design projects of other students enrolled in the curriculum. Due to this, CDM students are not able to connect with other students to see their creative talent for entertainment and educational purposes. In order to combat this issue, the College of Computing and Digital Media needs to implement a website and app that will allow students to easily share their artwork and designs with other CDM students.

This document will present the insights and principles we gained during our interviews and observations with CDM students. At the same time, it will also be highlighting possible solutions to the challenge by providing six concepts targeted to address the desired needs and goals of CDM students who would like to share their design projects while also viewing the work done by other students just like them.

Users and Context

The targeted users for our website include the students enrolled in DePaul's College of Computing and Digital Media. Considering that many majors in the program thrive on imagination, CDM students in particular are highly involved in producing creative works time and time again. With the aid of our website, these students will be able to upload a plethora of their most valued works to the site where it will reach a wide range of CDM students. Students often want to perfect projects in order to display them in their portfolio. By having a place where they can showcase these works, students will be able to receive the feedback and critique they need in order to guide them towards bettering their project for their portfolio.

We also found that prior to beginning a project, which our interviewees claimed was the hardest part of the process, students spent an excess amount of time browsing multiple websites and portfolios for inspiration. By providing a site that will house many projects produced by creative students, users will only need to browse one site as opposed to multiple for inspiration.

Not only will the website be a source of inspiration, but it will also provide educational guidance, which touches on our second goal for the site. Most students are unsure of what kind of work they will be doing in certain classes. Students found it beneficial to view past completed projects in choosing future courses. By offering students a database that categorizes student submissions by courses and majors, students will be able to browse the content created in certain classes to see if they are interested in completing that course.

Insights and Design Principles

After observing and interviewing students, these are the insights that we gathered and from which we developed the following principles:

Insights (what we learned)	Principles (how we can apply it)
<p>Students felt more challenged when starting a design project because they didn't know where to start or how to go about it. Some didn't have experience on the topic.</p>	<p>Allow students to access the design projects of other students.</p>
<p>Getting advice and feedback from teachers and peers helped students improve their projects.</p>	<p>Allow students to critique on students' submissions.</p>
<p>Students rely on social media like Facebook and Twitter to share their work with friends and family.</p>	<p>Provide one location for students to showcase their work that they will be able to then share on other sites.</p>
<p>Student would like to help other students by showing them their previous work in case they get stuck.</p>	<p>Provide a way for students to search through categorizes of submissions.</p>
<p>Students would find it beneficial to see projects done in certain classes before they take them because it helps them see if the subject matter would interest them.</p>	<p>Allow students to see past completed projects before they enroll in a class.</p>
<p>Students are most proud of their portfolios and design projects because they put a lot of effort into them.</p>	<p>Provide a way for students to easily share their favorite projects.</p>

Concepts

Concept #1: Offer a database that houses student projects and work in specific categories

We want this site to make a database that categorizes submissions by major, class, or assignment so that the website will be well organized and allow students to find specific things.

Concept #2: Provide a comment box and rating system on each submission to allow for feedback and critique

Students can offer feedback on a post by leaving a comment in the comment box or by clicking a button to leave a 'like' on it.

Concept #3: Provide a social network that is solely designated to student submissions

A website will be created solely for DePaul students where they can share their design projects from classes. If the students choose to, they can share this submission on a different social platform by copying and pasting a link for the submission.

Concept #4: Offer a wide variety of navigation tools such as browse and search functions

Students will be able to easily navigate to classes they want to see specifically, or even browse popular submissions from various courses for inspiration, guidance, or entertainment purposes.

Concept #5: Submissions will be categorized by class or major

When students access the site, they can search for a specific class or browse courses by major. Once they access the desired class, they can browse submissions which will be arranged by what project or assignment they were made for.

Concept #6: Allow students to publish their projects

Overall, this site is intended for students to host and share projects they are proud of or simply want feedback on. There will be an easily locatable button to upload work. This is a simple but core concept of the site as a whole.

Scenarios:

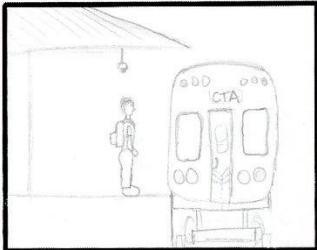
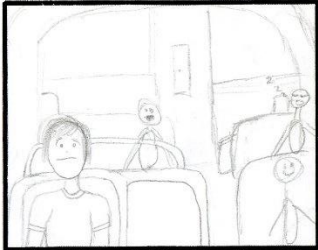

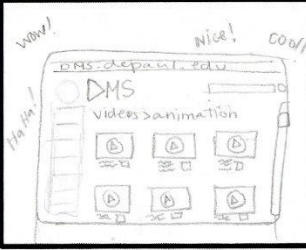
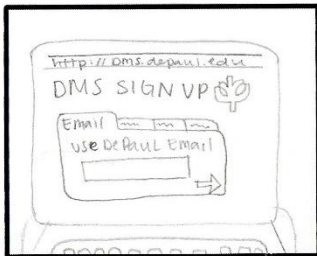
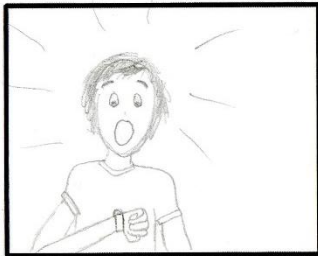
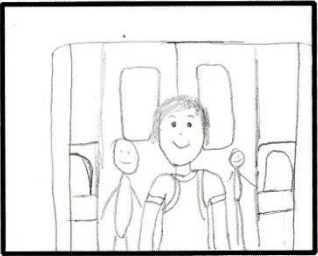
1. Tammy has started putting her portfolio together, but notices that a certain project of hers could use some improvement. She doesn't know exactly what needs to be fixed so she takes it upon herself to get some feedback from other CDM DePaul students by using DePaul Media Share (DMS). With a quick and easy process of uploading her work to the site, CDM students are now able to view what she posted. The following morning, Tammy gets up to see that there were ten replies on her project, all of which were beneficial to her. With the feedback from her fellow peers, Tammy was able to perfect her project so it was better suited for her portfolio.
2. Cole has a graphic design project due in five hours, but has no idea where to begin. His teacher showed previous students' projects to the class in hopes of giving them a guide to follow. While the examples showed Cole a good idea of how to go about the project, he still didn't know where to even begin considering he had a lot of ideas floating around. Remembering a few students talking about DMS, Cole decides to visit the site for some creative inspiration. He clicks on the search box and types "Graphic Design" where upon submitting, he is welcomed by an endless stream of graphic design posts others from the CDM have put up. Selecting one picture in particular that caught his eye, Cole is able to view more details about the image such as who the creator is. Cole sends the creator a message looking for guidance on how he can recreate a certain technique the creator used in Photoshop. In less than half an hour, the creator managed to send Cole back an informative response providing him with just the right amount of inspiration and guidance. Cole begins the project immediately after reading the response, producing a beautiful original design himself.
3. Tim is an amateur computer science student. He wants to see what kind of projects other classes are doing in his field while also making sure he doesn't enroll in a class that is too difficult. He looks at DMS and notices a class he has to take in which he will have to build a computer from ground up. This is something he knows is not up his alley and he decides to reconsider his major. After looking at a handful of web design submissions on DMS, Tim considers switching his major to Interactive and Social Media.

Storyboards:

1. This storyboard illustrates bob's process of using our website to help him decide on what classes he should take next.



2. This storyboard illustrates Ed using our site to view students' projects for entertainment purposes to pass time.

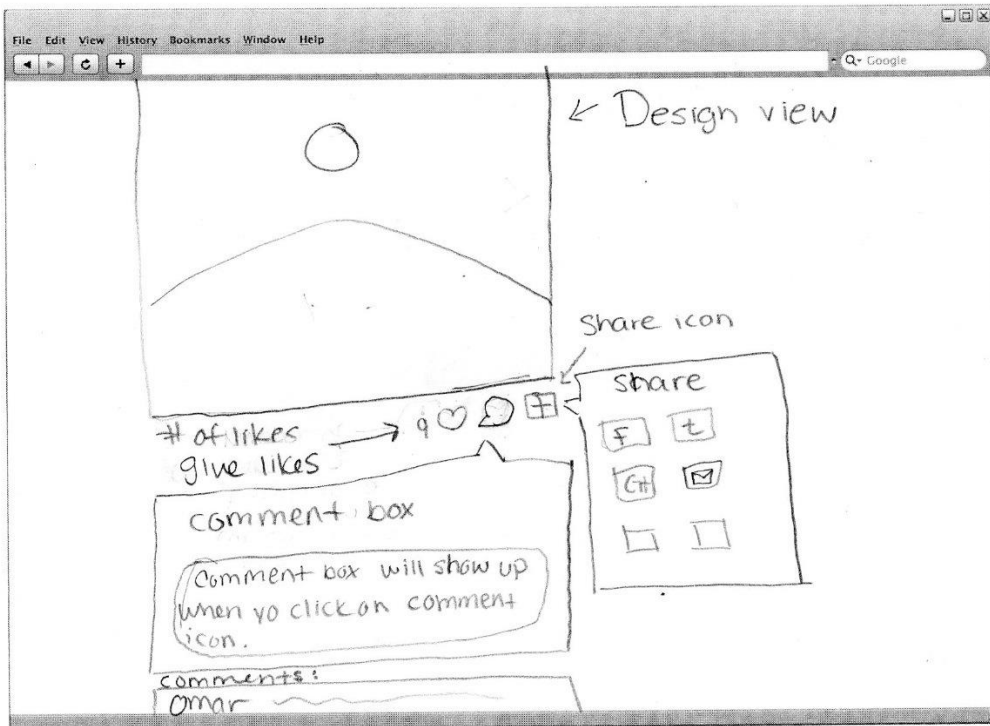
<p>1</p> 	<p>2</p> 	<p>3</p> 	<p>4</p> 
<p>Ed gets on the train for his long commute to DePaul.</p>	<p>Ed is bored on the train. He still has 25 minutes left for the ride.</p>	<p>Ed remembers his friend telling him about DePaul Media Share (DMS).</p>	<p>Ed pulls up DMS on his laptop where he begins searching through the animation category.</p>
<p>5</p> 	<p>6</p> 	<p>7</p> 	
<p>Ed easily signs up and saves a few animation projects by adding them to his favorites.</p>	<p>Ed hears the train operator announce that his stop is next. He is surprised that time flew by.</p>	<p>Ed leaves the train happy and inspired by the works of other students. He is ready to tackle a project.</p>	

3. This storyboard illustrates Mark using the comment feature of our site to leave a student some feedback on their project.



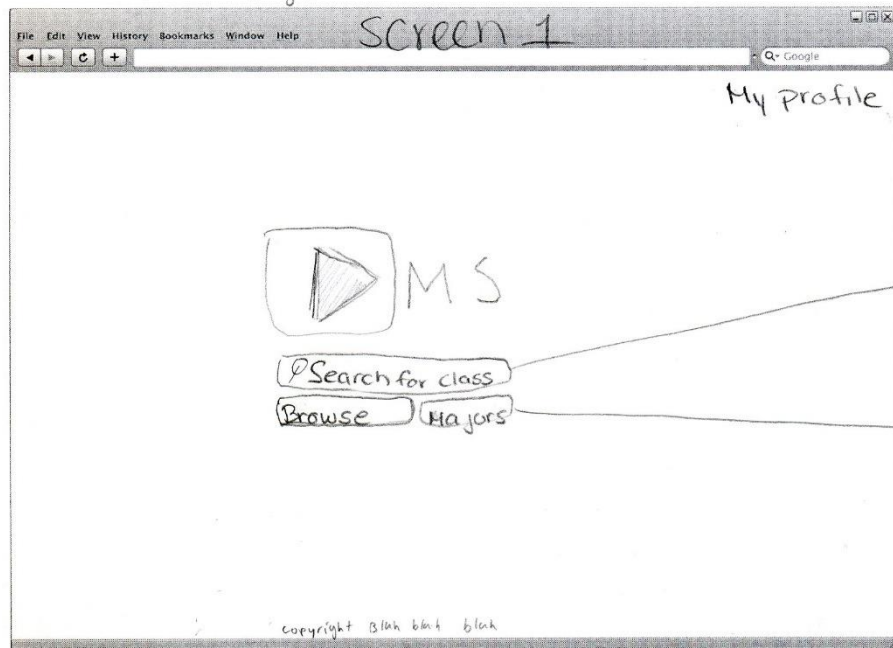
Sketches:

1. Sketch shows the social features that are available when you select a submission to view.



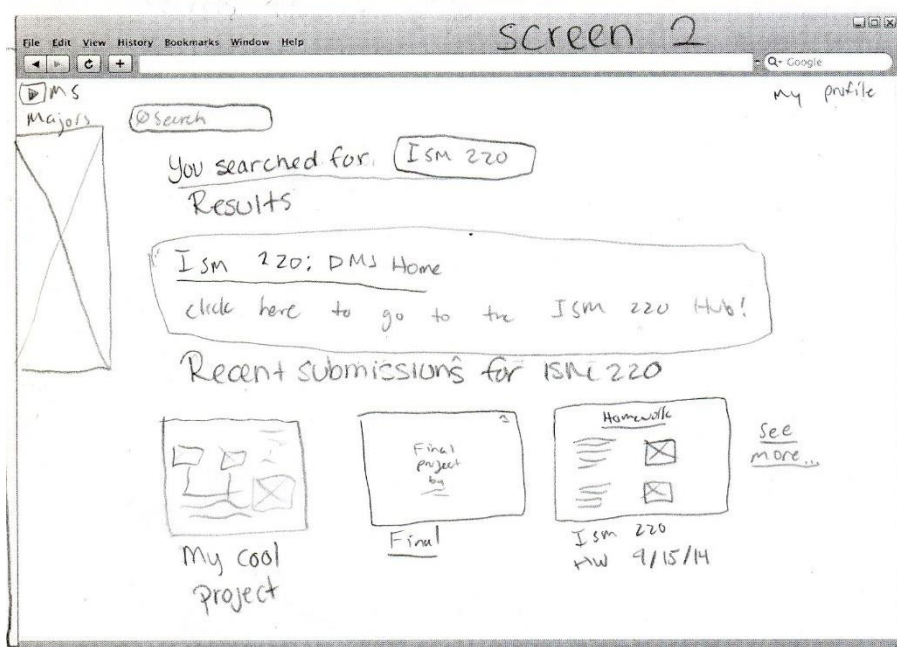
2. The sketch on the following page displays the process of using the search feature present in DMS. The user first visits the homepage of the site (screen 1) where he or she is able to browse for a project based on major or keyword. The user inputs "ISM 220" as a keyword and upon hitting enter is given a list of projects that fall under that category (screen 2). If the user chooses to instead search through a list of course as opposed to typing in a keyword as the name of the course, they can press the "majors" button on the homepage where they will be taken to a page that lists all courses within a major so they can pick from there (screen 3 & 4).

Main Page

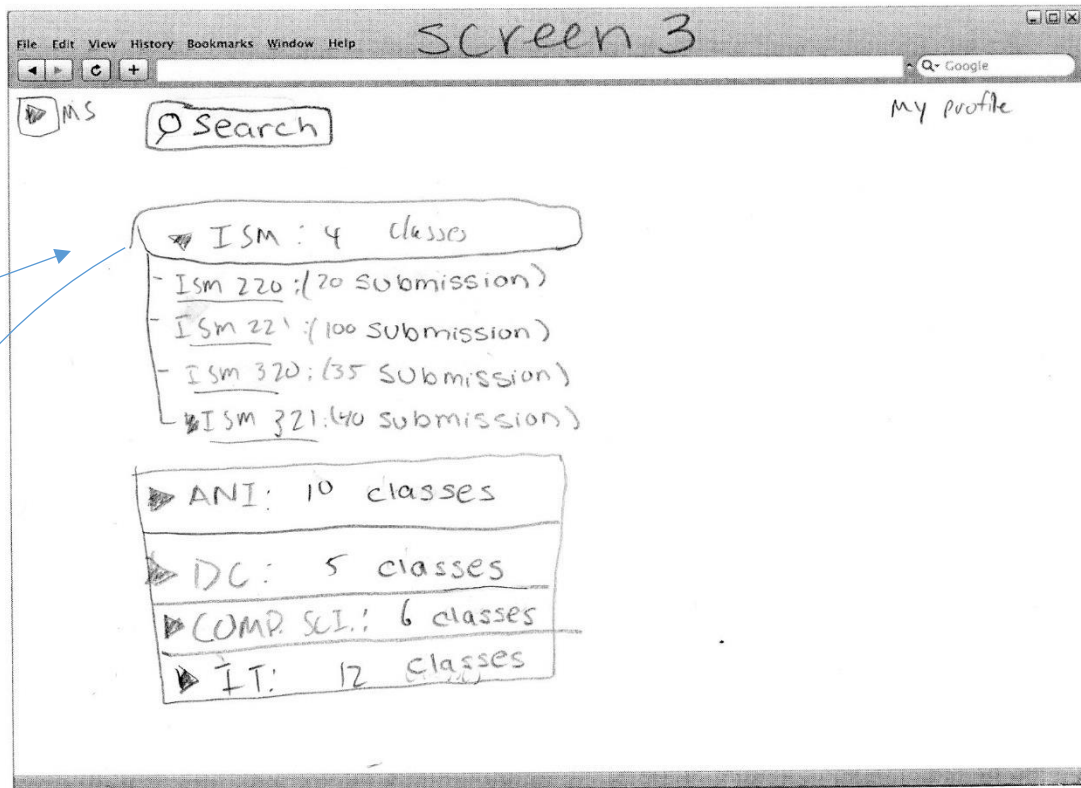


See screen 2

See screen 3 & 4



When you browse through majors you are also able to see all the classes in that major.



Selecting ISM from the list will take you to screen 4 which displays projects created involving ISM.

