

Proposal

Your proposal should include the following:

1. Name of team members
2. Project description (what do you want to do)
 - This should include a description of this problem as a USABILITY problem
 - A justification why this is a good/interesting project from the standpoint of there being a reasonable amount of USABILITY work to think about
 - Brief description of the target users
 - What potential users (or other stakeholders) will you have access to (being able to talk to potential users or other stakeholders is REQUIRED)
 - Reasons you think you are the best team for this, and why you'll be able to complete this before the end of the term

Expected length: 1-2 pages

User data

What to turn in:

1. What are the research questions/goals?
2. Process: How did you proceed to answer these questions? Be detailed. For example, if you conducted an interview, list all the questions. Where and when did you collect the data? How did you set up to allow triangulation, etc.
3. An exhaustive inventory of the elements we discussed in class:
 - The people in the space
 - 1. Who are they, what are they like?
 - 2. What are they doing?
 - 3. How are they doing it?
 - 4. What do their emotions, purposes, reactions seem to be?
 - 5. What problems do they encounter with their activities?
 - The objects (technological and otherwise) in the space and with the people
 - 1. What are the functional elements of the objects?
 - 2. What are the decorative elements?
 - 3. Which objects do people look for (perhaps to somehow interact with)?
 - 4. Which objects do people bring with them that matter to the activities they are trying to do?
 - The environment: spaces, architecture, lighting etc.
 - 1. What is the layout?
 - 2. What is the environment like?
 - 3. How does it influence the activities people engage in?
 - 4. How does the environment support the objects above?
4. Attach your detailed observations or interview responses (verbal and non-verbal)
5. With the detailed observations/responses, point out the places that provide Results/Insights and say what they are:
 - What are the answers to your research questions?
 - What other insights did you get from this that are relevant to your design?

What am I looking for:

- That you included all the elements I asked you to.
- That your observations/interview data contains sufficient detail to notice something interesting, or which the average visitor would not normally see.

- That you derive some interesting design **I**nsight from the data. Should be related to some real user need or activity that deserves support/attention.
- That you describe your experience factually, clearly, and in enough detail so that someone who has never been in the setting could clearly appreciate and understand what you saw.

Expected length: 3-6 pages, including words and sketches. For sketches, feel free to scan them in instead of drawing them on the computer.