


Briefing Sprint #1

Design challenge	Read more diverse news
Client	New York Times
Deliverable	New layouts for front page and article page. Concept creation of additional experiences is welcome.

Persona



“ I’m overwhelmed with schoolwork and my part-time job. ”

As a first-generation college student, he wants to make her family proud.
He thinks that his Law school colleagues have an edge on him for not having to work while going through school.

- + Needs to stay updated on politics because of school
- + Doesn't want to ask his family for money or take out a loan

Reggie


Scenario

As Reggie heads to the dorm after a day of classes, he thinks it is a good idea to read the news when he gets there. The NYT website is bookmarked on his browser, and Reggie clicks on the link to visit the site. He opens up 5 articles that align with his political views, but after reading 2 of them, decides it is better to take a shower and proceed to study for next week's exam about political science. Reggie closes the laptop.

Briefing Sprint #2

Design challenge	Taking the bus instead of driving ****maybe the challenge is using public transit -- King County metro is it a mobile app? or any mobile interaction? Is taking the train ok? or other modals? Bike, vanpooling maybe the challenge is using public transit
Client	King County Metro
Deliverable	Mobile

Persona



“ I’m comfortable with technology, but I don’t know how to update my phone. My younger sister shows me the new apps I should use. ”

Wants to use public transit more often, but drives everywhere, even to his yoga class 2 blocks away from home.

- + Concerned with what others think about him in the office
- + Likes high-end clothing brands
- + Thinks that buses are always too full or late

Fred


Scenario

It's morning, and Fred checks the morning traffic conditions while waiting for his coffee to brew. It is raining, and it looks like traffic will be bad. Fred grabs his coffee and an apple in a hurry and runs to the car. Now inside the car, Fred notices how wet and muddy his new shoes and pants are, and regrets not wearing the right outfit for today's weather. His commute to work is a nightmare.

Briefing Sprint #3

Design challenge	Communicating more with loved ones
Client	Apple
Deliverable	Open

Persona



“ My mom, and sisters are not on Facebook or Snapchat, and calling them constantly is awkward. ”

Wants to stay connected to her family, but it's a challenge especially since they moved to another state.

- + Her voice is loud and she doesn't like making personal calls in public.
- + Has a very demanding job, with daily, weekly, and monthly goals.
- + Has a healthy relationship with wife.

Lea

Scenario

Lea gets home from work and leaves her workout bag on the hanger. The Seahawks are playing, but she will wait for her wife Jo to get home so they can watch the game together. Lea starts recording the game and heads to the kitchen to prepare dinner. Later, Lea and Jo see an advertising board for a bed along the sidelines of the pitch. Lea's sister purchased that bed and liked it. Lea and Jo discuss possibly purchasing that same bed. The Seahawks won, and Lea and Jo will soon be ready for bed.