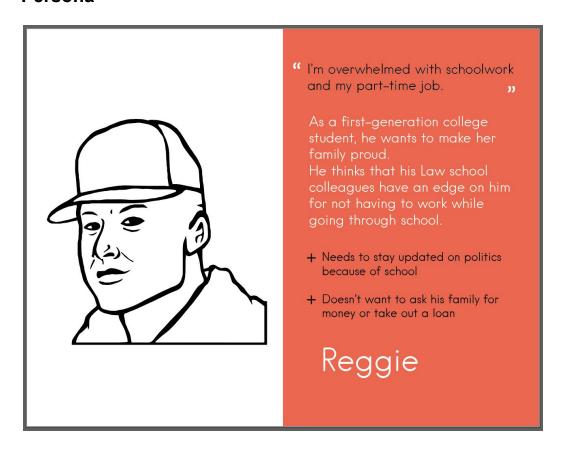
Briefing Sprint #1

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



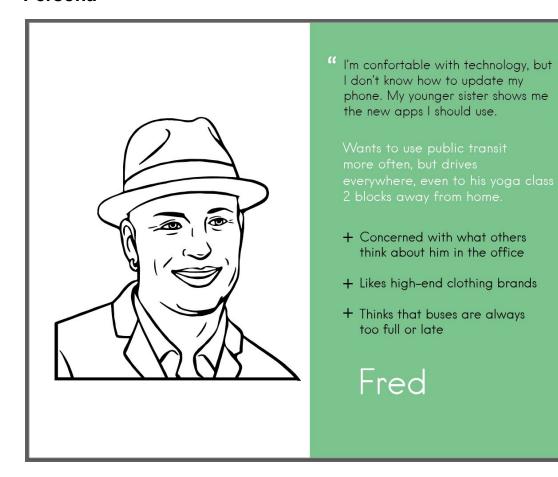
Scenario

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	****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



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



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.