

Final Project

The Problem

We've tried our hand at user research. We've dabbled in data interpretation. We've taken on different ways to prototype. We've expounded on affordances. Now it is time to put these skills to work in a larger, more cohesive context.

We all belong to many, many sub-cultures and communities, whether we acknowledge it consciously or not. For instance, I belong to "Anglophones who would like to improve their French but are embarrassed about appearing unintelligent while making basic, basic mistakes". And: "Runners who really struggle to maintain motivation".

Pick one of these sub-cultures or communities that you are part of, and focus in on a need - related to this sub-culture / community - that you yourself experience.

The Tasks

(a) Identify an approximate need or problem space you wish to explore. You may find it helpful to frame this as a question. For example, *"How might we design a platform geared towards people who want to improve their language skills, but are too shy to do so in person?"*

(b) Perform background research to inform your knowledge of what is already out there.

(c) Undertake user research with a minimum of 5 people who are likely to belong to your target audience, using a mix of interviews / observation / think-aloud.

(d) Analyse your findings, using one or more of the data interpretation approaches we've discussed in class.

(e) Articulate a set of design principles that shape a solution space.

(f) Design and develop artifacts -- prototypes -- that embody and build on your design principles. What you hand in does not need to be a single prototype, but may be a hybrid prototype (i.e. made up of several different prototypes) involving the following:

- Any prototyping method we've discussed in class
- A high fidelity prototype developed in a tool like XD
- A functional prototype developed in a programming language you are familiar with
- A video prototype
- 2D and 3D renders

Importantly, your prototypes must convey interactivity. I will be looking for you to create more than one iteration of at least one of your prototypes.

(g) Run evaluations on your prototype(s), both during the design process and on completion of the design work, i.e. to inform how you proceed between iterations, as well as to get insight into how people experience your "final" version.

(h) Prepare a presentation of 5-10 minutes to share with the class, where you outline your problem space and design principles, and demonstrate your solution, including its features and interactivity. Note that there will be around 5 minutes of feedback/crit/responses from the class following your presentation.

(i) Write an essay of approx. 2000 words detailing (a) through (g). In addition, include reflections on your design solution.

Assessment Weightings and Due Dates

This project is worth 50% of your final grade:

- Prototypes: 25%
- Presentation: 5%
- Essay: 20%

The prototypes and presentation component of this project are due by 8:30am on April 12, 2022. Submit your prototype(s) along with any presentation materials.

The essay component of this project is due by 11:59pm on April 19, 2022.

All components are to be submitted via GitHub; this may include links to externally hosted files.