

A4: Design Requirements and Short Form Creative Brief

Group assignment

Due: Monday, 5 February before 6:00pm

Submit to: MarkUs: <https://markus.teach.cs.toronto.edu/csc318-2018-01>

Worth: 5% of your final grade

In this assignment, you will continue evolving your project definition with **design requirements**, a **short form creative brief** and a **focused experience map**. This assignment will then serve as a basis for you to identify the elements of your design that you would like to explore individually in assignment A5 using **low-fidelity prototypes**.

Your tasks

- Develop **design requirements**
- Develop a **short form creative brief**
- Develop a **focused experience map** (update and refine from A3)

1. Design Requirements

Building on the results of your formative research, develop a brief **statement of design requirements** based on what you have learned, including:

- **Problem**
A brief description of the specific problem you are going to address, in two to three sentences.
- **Design principles**
A brief description of the key design principles (like that of Disney¹ or Google²) that define the identity and quality of your system.
- **Environmental requirements**
A brief description of the context of use for your system.
- **Functional requirements**
A brief description of what tasks your system needs to support
- **Technical requirements**
A brief description of how your system should be built.
- **Usability requirements**
A brief description of who should be able to use your system, and how easy should it be to learn
- **Measures of success**
A brief description of the approach and methods you will use to measure your solution performance against itself or its competition.

Develop the above in a section of your deliverable that does not exceed 1 page in length.

¹ <http://www.jamesbruce.co.uk/photo-portfolio/design-principles-disney-interactive>

² <https://material.io/guidelines/#>

2. Short Form Creative Brief

READING. In order to prepare for the development of your short form creative brief, you should read the following:

- ❑ Jared M. Spool, “The Magical Short-Form Creative Brief” *UIE Article*. May 2012.
https://articles.uie.com/short_form_creative_brief/

Develop a **short form creative brief**, including:

- Project objective
- Key personas
- Key scenarios
- Key principles

Your short form creative brief should include the only one or two key personas that you decide to focus on in your project, selected out of a larger collection of personas that you need to develop in this phase of your project; and two to three key scenarios for the above persona(s), chosen from the larger collection of scenarios that you have to develop in this phase of your project.

Develop the above creative brief in a section of your deliverable that does not exceed 1 page in length.

To create the short form creative brief, you must develop a larger collection of personas and scenarios, in order to explore the larger range of possibilities. The short form creative brief then represents how you narrow down your problem to a subset of these personas and scenarios. In the Appendix of your deliverable, you must also **attach the working documents** that were used to converge into the short form creative brief, including:

- The complete collection of the other personas that you generated, but that were not retained in your short form creative brief.
- The complete collection of the other scenarios that you generated, but that were not retained in the short form creative brief.

These working documents will be evaluated, as integral part of your submission. There are no page limits for these documents.

3. Focused Experience Map

Update and refine your experience map from assignment A3, by bringing more focus on what you will specifically focus on in the next phases of your project:

- **Update** your experience map based on feedback from your TA on assignment A3.
- **Highlight** the specific aspect of the experience that are relevant to the key persona(s) and scenarios that you will focus on in the rest of your project; as you narrow down the lens of the project.
- **Further develop and refine** the takeaways that are relevant to the selected key persona(s) and scenarios.

Make sure that your document highlights the differences between this revised map and the initial map that you created for A3, using either different font colours or highlights of the new text.

Submission instructions

What to submit?

- ❑ A PDF document “requirements_creative_brief.pdf” containing:
 - your **design requirements** (1 page max.)
 - your **short form creative brief** (1 page max.)
 - your **focused experience map** (1 page max.)
 - your updated **project calendar** (including all past group activities, and future plans and deadlines, 2 pages max.)
 - your **complete collection of personas and scenarios** generated during this phase of the project, but not retained for the next stage of project development (as an appendix, no page limit)

Submission details:

- Submit all of your electronic documents on **MarkUs** by the due date. Late submissions incur a penalty.
- **Include your name, UTORid, email and group name in the front page of your deliverable.**
- Please include a Table-of-Contents with page numbers, and organize your documents with headings and sub-headings. Ensure your figures are labeled and numbered. Make sure to include detailed references in a standard citation format.
- Document quality is independent of document size; be concise & relevant.
- Writing style counts for 10%: structure, organization, spelling and grammar. Documents submitted with less than University-level writing quality will be returned unmarked.