



Current Trends
in
Web Engineering

Current Trends in Web Engineering

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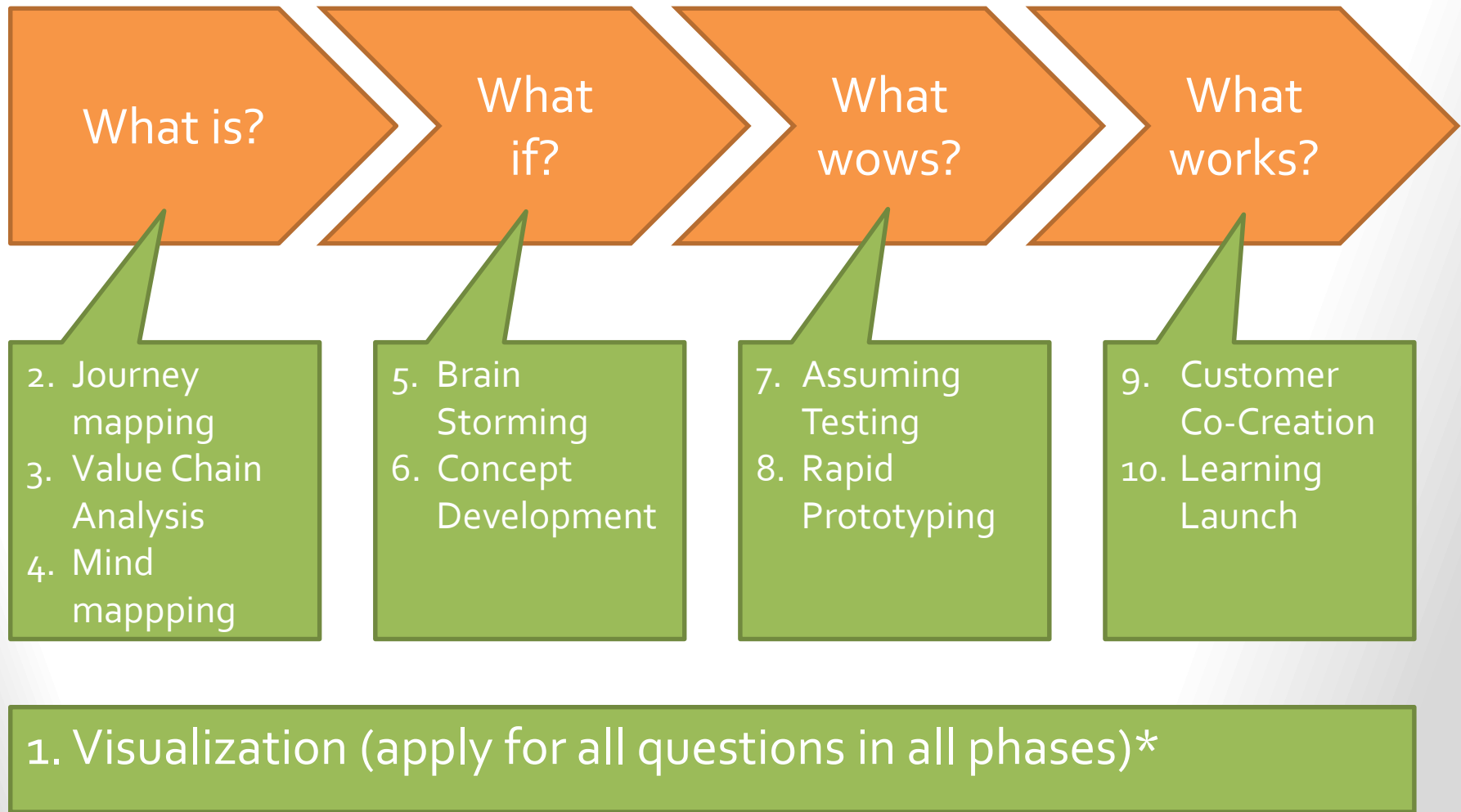
SECTION://3

■ What is?

[based on "Designing for Growth", Liedtka and Oglivie]



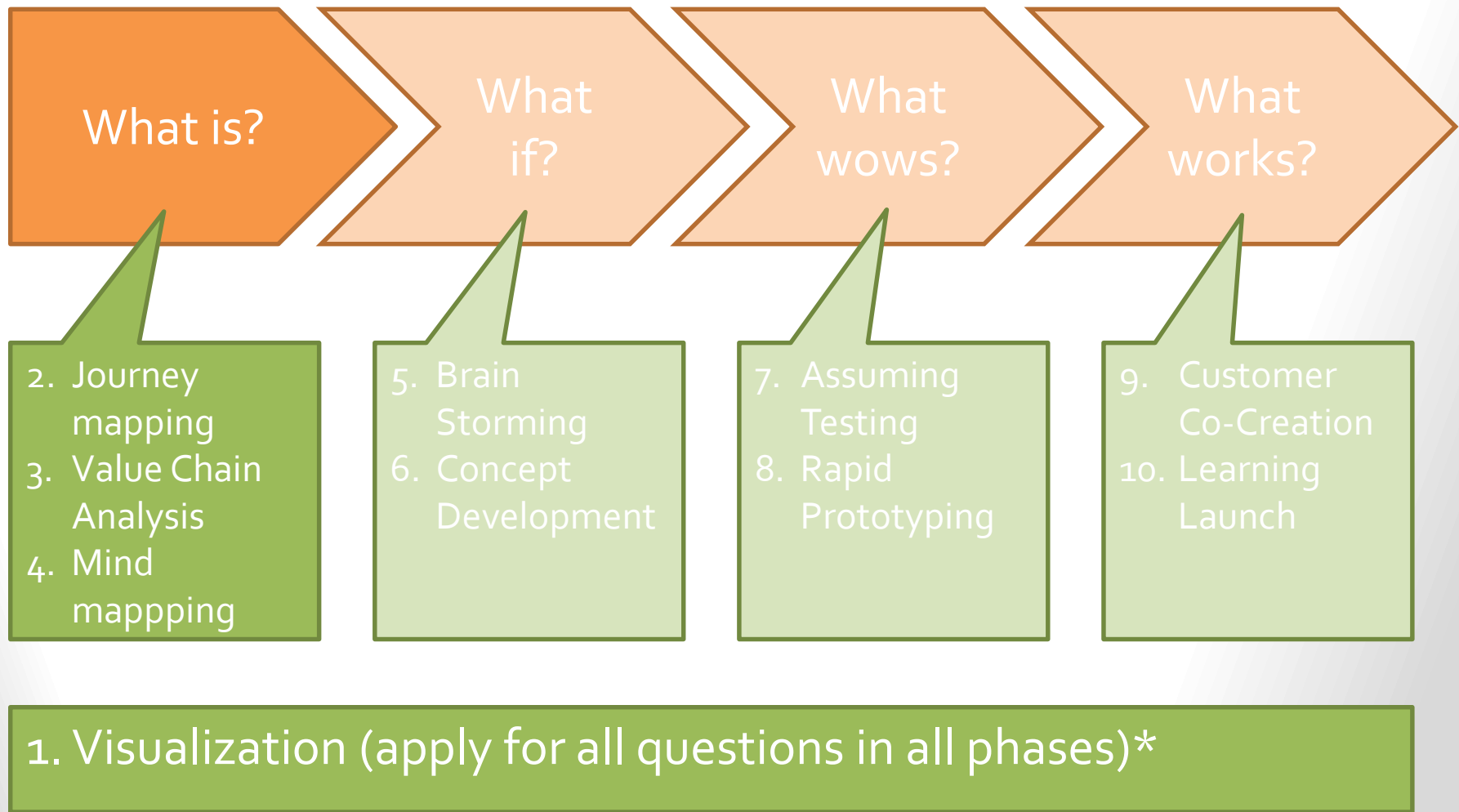
Four Questions, One set of tools/methods



* Check the many books out there about learning to visualize things. Try it at home.
(Some Books: "Gamestorming", "Unfolding the napkin", "Visual Meetings", "Sketchnote Handbook" etc.)



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Design Brief

- Project Description
- Intent/Scope
- Exploration Questions
- Target Users
- Research Plan
- Expected Outcomes
- Success Metrics
- Project Planning



Design Brief - Example

■ Project Description

- ▶ Dep. of CS wants to increase number of students

■ Intent/Scope

- ▶ Initial Scope will focus on better understanding the needs of potential students in the three years before studying

■ Exploration Questions

- ▶ Strategic questions to address: What does the Dep. of CS has to do to be more attractive for students?
- ▶ How can we help potential students to make their choice for the Dep. of CS?

■ Target Users

- ▶ Potential students for Computer Science Bachelor, DWE Master

■ Research Plan

- ▶ We will ask students in the lecture

■ Expected Outcomes

- ▶ We expect to discover high-potential opportunities

■ Success Metrics

- ▶ Did we find any high potential needs or demographic/psychographic segments

■ Project Planning

- ▶ A 3 students team will conduct the exploration phase of 6 month time frame

