

# IDUS100-Winter2013

## Assignment 4.2: Product/Service/System

Very rarely these days does a product exist in isolation: consider how the iPhone is part of a greater system of the App Store, the Apple Store, the Genius Bar, and so on. Your task is to dream up a similar system that involves a product and a service. Your deliverable should include a *customer journey map* that shows a high-level view of how the system works, a *storyboard* that communicates the experience from the user's perspective and finally a *low-fidelity mockup* of a product or artifact of the system. The context of this assignment is completely up to you: so be creative and have fun!

### Format notes:

- Both the customer journey map and the storyboard should be drawn and/or printed on 24" x 18" (landscape format) paper
- Your low-fidelity product artifact can be made from cardboard, foam, or whatever material you desire

### Delivery:

- Have it pinned onto the wall by the beginning of class on 2/11
- Be prepared to explain what you've made in front of the class
- Turned in late = automatic 50% penalty

### Grading rubric:

- *Creativity (4 points)* —how creatively was the problem addressed? How much thought was put into the work?
- *Customer Journey Map (2 points)* — how comprehensively did you map the journey of the customer throughout the system?
- *Storyboard (2 points)* — how complete is it? Does it capture a realistic view of the customer's experience?
- *Product artifact (2 points)* — how well does the product artifact exist in the system?