
Design Brief

| Timeline of this project, what it is, what we want it to be, what it should be. |

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SITUATION

| What the project is to be used for and within. |

Goals

| What our project will complete for a goal, what it will solve, what it must do. |

Notes: *To help with putting things together.*

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Conceptualization

| The idea behind how to achieve the goal. |

Audience Personas

| **To whom does this project help. Who will use it? Why them? Why not them?** |

Convention Groups: *Large, Medium, Small, established, unestablished, region.*

[Large, well established, convention. USA.]

[Business Example:]

[Fan Con Example:]

[Tech Example:]

[Other?]

[Large, well established, convention. Outside USA?]

[Moderate size, fairly well established, convention.]

[Small scale convention, established or unestablished.]

Character of Each Group: *How they act, why they act, what does it mean?*

Goals & Constraints of Each Group: *What they seek to accomplish, limitations.*

[Large convention, getting people to meet each other?]

[Fan Con, trying to find people of similar interest sets?]

[Financial Situation.]

Project Utilization: *What each group gains, or doesn't gain, towards their goal.*

NOTES: *Additional notes on the personas.*

Solution Space

Usability

Individual Level: *How usable is the project from on a person by person level?*

Matching System: *How the matching system works for a variety of different cases.*

Device Visibility: *How visible is a matched device to their match?*

Device, Large Conferences: *How does this project operate in large groups?*

Breakability: *How can this device be broken. How often, how much an issue to usability?*

[Water exposure.]

[Falling.]

[Breakability in shipping.]

[Breakability from wear.]

Costs: *Costs of this device, immediate and potential.*

[Cost of device.]

[Cost of parts.]

[Assembly cost.]

[Other associated costs.]

[Costs by time of being purchased by a convention.]

[Cost in bulk.]

[Cost related to standard cost for each conference/convention.]

[Potential costs from breakability.]

[Potential for being stolen.]

Potential Mismatches: *Scenarios that create potential mismatches?*

[Mismatch in a “Star Trek & Star Wars Scenario”?]

[Feedback.]

Factoring In Personality? : *How does differing personalities affect results?*

Sources of Potential Anomalies: *Other sources of anomalies for project results?*

Information Flow

Information To Share: *What information must be shared beyond any single device?*

Info Traffic: *How will the project handle a large quantity of info, sending/receiving.
Added Note: This device/project handling a large conference.*

What Is Too Much Info: *What info should not be sent, what are our privacy based limits?*

Mult Matches At Once: *How will the project handle multiple suitable matches at once?*

User Flow

Assigning Interests: *How does the user classify and assign their interests?*

Potential Unassigned Interests: *What's the potential for interests that go unassigned?*

Note: Is this lost info important or unimportant from case to case?

Note: Does this idea of unassigned interests work in reverse? (Non-interests assigned).

Utilizing UI: *How does a user utilize the UI related to this project? What's useful to them?*

Potential For Mistakes: *Where's the potential for users to make mistakes. How, why?*

Note: What mistakes will affect usability, and in what way?

Creating Converse: *How will the functionality of this project actually create conversation?*

Converse In Mismatch Scenario: *What will happen in mismatch scenarios?*

Prototype

| Prototypes for testing project's concept and working materials. |

Stage 1

| "Low tech prototype" |

Idea For Prototype:

Goal of Prototype:

Needed Observations & Data:

Stage 2

| Conference Prototype |

Stage 3

| **Non-conference prototype?** |

Future

