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# Design Brief

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

[Timeline]

[ What It Is ]

[ What We Want ]

[ What It Should Be ]

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## SITUATION

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

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## Goals

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

**Notes:** *To help with putting things together.*

- Baseline, make friends.
- How are these friends made though?
- By matching interests deemed close or in common anonymously.
- Essentially removes a variety of social fear. The fear of talking to someone you assume to have absolutely nothing in common with.
- Overall a jump start tool for in person social interactions. Keyword, in person.

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# Conceptualization

| The idea behind how to achieve the goal. |

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## 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.*

[ What is large, what is small, what is established? All in terms of conventions. ]

[ Large, well established, convention. USA. ]

[ Business Example: ]

[ Fan Con Example: ]

[ Tech Example: ]

[ Other? ]

[Notes: Examples for assignment, other stuff ]

- PAX
- South By Southwest
- TED Conference
- Small Business Expo
- Philadelphia Flower Show
- Global Pet Expo
- E3
- SEMIcon west
- Comic Con
- Do we have a target conference type?

- There's a definite question of Friend Finder's place relative to one, business conventions, and two, social conferences.

[ 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?*

[ Purpose ]

[ Interests Involved (Ranges & Other) ]

[ Fandom Based, Business Based, etc? ]

**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.*

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# Solution Space

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## Usability

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

[ How is this project perceived, valuable, useful, not? ]

[ User definition of a match. ]

[ Right amount of UI. ]

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

[ Matching system hierarchy of priority. Sports vs Career. ]

[ Priority in matching a full group of similar people? ]

[ Define a good match. ]

- Personal view on a good match: something capable of creating friendly, healthy, continuous (enough, and based on match members), and constructive/fun conversation.

[ Define a bad match. ]

- Personal view on a bad match: lacking friendliness, healthy conversation, not continuous enough, not constructive or fun.
- Bad experience = bad match.

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

[ Perception of your match's color code relative to others? ]

- What situations will cause an issue of color on associated devices? IE, too similar or the same?
-

[ Mismatch issues layered within visibility issues? ]

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

[ Information overload scenarios? ]

[

**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”? ]

[ Difference of similar pieces of media, a difference of fans. ]

[ Difference between two programming languages, case of difficulty to communicate. ]

[ Another situation of difficulty to communicate in mismatch scenario? ]

[ Interest but not knowledgeable? ]

[ Feedback section for project. ]

[ UI? ]

- Rating system for the UI components of the project.
- Layout concerns? Color concerns? Etc.
- Useful features?
- Not useful features?
- Features that would be useful?
- Anything not working?
- Crashes?
- Something not working as assumed by user? (Not necessarily broken).

[ Matching System? ]

- Rating system for matching system.
- Segment for commenting on if the matching system included interests that define they themselves appropriately.

[ Mismatch Scenarios? ]

- Offering individuals a chance to offer feedback about their mismatches.
- Feedback related to how this mismatch was a mismatch.
- Should allow individuals an ability to rate the mismatch scenario.

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

[ Personality causing a mismatch despite otherwise being a match? ]

[ Anti-social personality types. ]

[ Debate inclined individuals. ]

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[ Personality that could lead to unforeseen matches? ]

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

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## Information Flow

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

[ Sharing interest lists? ]

[ Sharing feelings about what interests are related to one another? ]

**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?*

[ Possible overload? ]

[ Priority list? ]

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## User Flow

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

[ Personal Examples ]

[ Hypothetical Persona Examples ]

[ Dictionary Type Example ]

[ Random Sampling Examples ]

**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?*

[ Accidental Interest Deletion? ]

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

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

[Potential Negative Feelings? ]

[ Awkwardness? ]

[ Result? ]

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# Prototype

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

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## Stage 1

| “Low tech prototype” |

**Idea For Prototype:**

**Goal of Prototype:**

**Needed Observations & Data:**

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## Stage 2

| Conference Prototype |

**Idea For Prototype:**

**Goal of Prototype:**

**Needed Observations & Data:**

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## Stage 3

| Non-conference prototype? |

**Idea For Prototype:**

**Goal of Prototype:**

**Needed Observations & Data:**



**Future**



