

# As1. Project Proposal - Instructions

*is211 Interaction Design and Prototyping  
2019-20 T1*

**Due:** 24 hours before the beginning of class on week 2  
**Weight:** 4% of final grade.

**Collaboration:** This is an individual assignment, but you have the *option* of submitting together with **one partner** from your section. Both partners must submit the same proposal (**exact** copies, except for partner's name). You must not talk to anyone besides your partner.

## Brief

Propose an interaction design project that you could do throughout this semester in a team of six students.

## Assignment

In this course, you will learn by working on a real interaction design project. Now is a good time to try out that cool idea you've had in the back of your head. You have the freedom to propose something that fits your skills and interests.

Your project has to meet four important constraints, however. First, it must **solve a real problem**. Simply being "cool" isn't enough; your system has to meet a real human need. Write down who you are trying to help and what problem they are facing. What is lacking in their life that makes a new system necessary? It's best to choose one problem and focus on that. You can't solve too many problems at once. Try to choose a problem that is faced by the general public and the solution is not dependent on a company or government institution.

Second, your project must **give a viable idea to that problem**. Throwing technology at a problem doesn't always help. You have to explain how your system would alleviate the problem that you articulated. However, remember that you won't need to make this system *actually work*. You just need to convince us that your system *could* help people deal with their problems *if* the system were actually built.

Third, you should try to pick a project that is **well scoped for six students**. You won't have to make your system actually work, but you will have to build something that simulates the experience of using your system. If the project is too big, you won't be able to finish it in one semester. If the project is too small, then some team members will have nothing to do. We know that balancing these things is hard to do when you've never done them before, but we need you to try your best. We will help you along the way.

Finally, you must strive to **find a problem or idea that is interesting and unusual**. This is a particularly ambitious goal for an undergraduate project, but you should always be on the lookout for original ideas that solve real problems. The people who find such ideas have a chance of changing the world for the better in a big way. We won't require your project to be 100% original, but it should not be too much like previous or your classmate's projects. We

will limit the number of similar projects in a class. The following projects appear too often in the past, and you should **avoid** them unless you can tell us why yours will be different from others we've seen.

- Simple problems (alarm clock to wake up, first responder, find car, translator)
- Some travel tools (Travel sites, sheltered walkway, itinerary planning/collaboration/reviews/sharing, car parking tool, car washing tool, etc)
- Some food tools (Food waste, recipes, restaurant/hawker reviews/booking)
- Some health tools (Calorie count, first responder, fitness)
- Some exercise and fitness tools (finding partners, motivation)
- Some Errant tools (save time, personal assistance, runner)
- Reserve/unreserve SMU library seats

Keep your proposal short and sweet. Ideally, you should only need **one or two sentences** for both your problem and idea statements. Also write down any requirements you have (e.g., access to company/organization for information, such as employee data, car registration, etc) or equipment you need and don't already have (e.g., fingerprint reader, car heads up display).

## Before Class

In the 24 hours before class begins, take a look at the proposals submitted by your classmates. Identify two or three projects that you would like to work on.

## In Class

**Presenters:** You will have 30 seconds to present your proposal in class. If you wish, you may add a single image to your proposal that we will show while you make your presentation. Make sure you finish in 30 seconds, because we will cut you off after that time! You might want to practice before you come to class. If you worked with a partner, then present with your partner. Both of you should be visible during the presentation, but only one person needs to speak.

**Audience:** Watch the presentations closely and write down the names of people you might want to work with. You need at least two or three possibilities.

## Submit

Submit your assignment by modifying the [templates](#) prepared for you in your section's [submissions page](#). Your submission should contain the following:

1. **Heading:** your name, the names of your partner and collaborators (if any), a tentative project title, and your is480 sponsor name (if any).
2. **Problem:** who you are serving and what do they need?
3. **Idea:** how will your system help? Initial idea.
4. **Requirements:** any IS480 sponsor constraints or resources you need (optional).
5. **Presentation:** A single image that will be shown while you present (optional).

You should not need more than 200 words for all this. **If the total length of your submission (excluding the presentation) is more than one page (with 11 point Arial**

**font), we won't read it.** If you are working with a partner, then both of you should submit exact copies of the same proposal (with the "student name" and "partner name" swapped).

## Samples

Here is an excellent [sample submission](#) that you can use for reference.

## Grading Rubric

We'll use the following rubric when marking this assignment. Look [here](#) for more information on how to use the rubrics.

- **25 pts:** Problem concisely describes one real problem experienced by real people.
- **25 pts:** Idea has a real chance of helping people address the problem.
- **25 pts:** Problem is not too big or too small for five students in one semester.
- **25 pts:** (+) Problem or idea is interesting and unusual.