Warm-up Project Presentations
&
Introduction to the Major Project

MAD9034

| Introduction to User Experience Design | Warm-up project User Research | Analysis week 1 of 3 | Warm-up project **Ideation** | Prototyping week 2 of 3 | **Warm-up project** Testing | **Presentation** week 3 of 3 |

Presentations

Share what you've learned working on your Warm-Up project

Major Project

Application targeted at two distinct audiences:
consumer (service seeker) and service provider

Major Project

Requirements

Design a mobile phone application for two distinct audiences:
1. **Service seekers** - primary target audience
2. **Service providers** - secondary target audience

Tutoring Network

Network for in-home care for elderly people

Your own topic

Image source

Image source

Image source

Major Project

Tutoring Network

Students often need help with their assignments, or to improve their second language. There are many applications and websites available, but they want to use a safe and reliable source of tutoring options.

You will design an app where tutors can post specialized services and students can search for these services based on a variety of criteria.

Major Project
Tutoring Network

There will be **three** main parts to the app:
- An interface for **posting tutoring services**, adding necessary details for students to browse and understand them *(ex. Subject matter, location, level, etc)*
- An interface for **browsing, searching, viewing and comparing services**
- An interface for **creating a profile** with the student's specific needs and requirements *(ex. location, age range, interests, special needs, etc.)*

Focus on the **browsing/searching interface** and the **profile-creating interface**. You will **account for the service posting interface** in your overall framework and architecture, however you will not design the screens required for it.

Major Project

Network for in-home care for elderly people

Elderly people often struggle to **find in-home care and assistance** with:
- domestic tasks
- self-care
- travel to appointments
- other simple activities

Known problems
- Simple one-off needs for support are difficult to arrange for people who don't want long term care arrangements
- It is difficult to know what caregiver to hire for specific tasks
- It is difficult to know where to look for caregivers

Major Project

Network for in-home care for elderly people

You will design an app where caregivers can post specialized services and elderly people or their families can search for these services based on a variety of criteria.

Major Project

Network for in-home care for elderly people

There will be **three** main parts to the app:
1. An interface for **posting services**, where service providers can add details about themselves and the services they provide *(ex. Service offered, caregiver experience, locations served, etc.)*
2. An interface where elderly people or their families can **browse, search, view and compare services**
3. An interface for elderly people to **create a profile** to capture their specific needs and requirements *(ex. location, age, living arrangement, mobility, special needs, etc.)*

Focus on the **browsing/searching interface** and the **profile-creating interface**.
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Major Project

Your choice!

A similar network (that you will define) where one group with a need (service seeker) is connected with another group that can deliver the service (service provider).

NOTE: Your idea must be approved by your professor.

Define who are the service seekers that your app targets.
Define the type of service that is provided through this app.

You will design an app where your primary target audience (the service seekers) will look for services that are provided by your secondary target audience (service providers).

Major Project

Your choice!

There will be **three** main parts to the app:

1. An interface for **posting services**, where service providers can add details about themselves and the services they provide.
2. An interface where the service seekers can **browse, search, view and compare services**
3. An interface for the service seekers to **create a profile** to capture their specific needs and requirements.

Focus on the **browsing/searching interface** and the **profile-creating interface**.
You will **account for the service posting interface** in your overall framework and architecture, however you will not design the screens required for it.

Major Project

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Major Project

Let's look at some examples

Coming up

Product Research & Persona Deep Dive

Major Project	Major Project	Major Project		Major Project	Major Project
Product Research Project Planning | Persona Research	Persona Creation | Persona Working Session	User Scenarios | Information Architecture	Reading week	User Flows | Ideation and Design Concept Mockups	+ 5 weeks
Week 1 of 9	Week 2 of 9	Week 3 of 9		Week 4 of 9	

Mandatory

1. **Select your topic. Ask for approval** if you create your own.
2. Research **competitive or similar products**.
3. Think who is your **target market** and who you will interview.