

Look on the next page:

Project Goal and Infographic Analysis:

Begin by clearly defining your project goal based on the infographic your group selected. Explain why you chose that particular infographic, analyze it and explain how it serves as the foundation for your project. Identify the core experience that your prototype will address.

We are going to create a web-based prototype of the excuse genie. We chose this product because of its easy adaptability to code development and integration. The infographic's focus is on the stressful aspect of excuses instead of the controversial aspect, so we will attempt to create a less judgmental, help-oriented prototype.

Target Audience:

Identify the primary target audience for your project. Consider the infographic's original message and who would benefit most from the solution or information presented in your prototype. Describe how the needs and preferences of this audience will shape the design and functionality of your prototype.

The target audience is younger people, ideally under the age of 30. People who need to make excuses because their lives are not perfect and they cannot plan for everything. This app will not only be useful; it will be relatable.

Roles and Responsibilities:

While all group members will participate in every stage of the project, each member will take on a guiding role to help keep the group organized and focused in specific areas:

- **Project Manager:** Guides organization, scheduling, and task management.

Sean Liebowitz, as the project manager, it is my job to be sure each role is meeting our goals and are successfully cohesive. I need to be sure everyone stays on top of what's needed while also finding ways to improve each piece.

- **Research Lead:** Directs research and analysis of the infographic and supporting data.

Martin Casciani, the research lead will research the most effective types of excuses to find out how to make the excuses more believable, and what types of mistakes are most common

- **Design Lead:** Oversees visual design and user experience.

Leo Rawls, as the design lead, I will be looking at designs and thinking about the user in the process. I will need to check with everyone about what design aspects they want and what would be better for the user.

- **Prototype Developer:** Leads the creation of the interactive prototype.

Cortland Lehnert, as the prototype developer, hold the crux of the whole project.

Designing the prototype itself requires me to take the other member's contributions as a foundation off which to build a workable and helpful prototype that accomplishes our goals.

- **Usability Tester:** Guides user testing and feedback integration.

Everybody will help testing usability. We are all within the target audience so we have a uniquely well-situated perspective

Be sure to include the name of each group member and their guiding role. Describe how each role will support the project and contribute to both the prototype and presentation.

Task Breakdown and Timeline:

Break the project into phases:

- **Research and Planning:** Finalizing your concept and understanding the infographic.
- Look into the infographic (whole group)

- Define the features of the project (whole group)
- Intensify the focus into the idea
- **Design and Development:** Creating initial designs and building the prototype.
- Build javascript prototype on a chrome website (prototype developer)
- Build wealth of excuses. (research lead)
- Port code into figma for better UI interface (prototype developer)
- Win 100000 dollars!!!! (me)
- **Testing and Feedback:** Creating the feedback form, testing your prototype and incorporating feedback from the in-class critique.
- Present prototype to class (whole group)
- Create a form for feedback (research lead)
- **Final Submission and Presentation:** Refining the final prototype and preparing the presentation.
- Present it (whole class)

For each phase, create a list of tasks needed to complete the prototype, along with the person or people responsible for each task. Include a timeline that outlines when each task will be completed. Make sure to account for user testing, feedback sessions, and any changes you plan to make after receiving critique.

