Designing for Real People

Projects Milestones

&

Assessment Criteria

Imperial College London

Royal College of Art
Postgraduate Art and Design

Milestone 0 : pre-pitch project framing

*"Getting off to a good Start. **What** is your project about and **why** does it Matter?"*

We recommend that you choose a project area that you're inspired by, passionate about and where you have access to the people involved!

As a group, in order to help you prepare for the Milestone 1 elevator pitch, you should capture your initial framing of your chosen scenario in the form of a written project proposal of no more than one side of A4. The following narrative should help your group to define, develop and frame your project to present a convincing pitch:

The context and knowledge base - Your area of interest and focus e.g. food charity (the place, the people, the story). What knowledge and expertise do you have to successfully work on this project? What access to users/stakeholders do you have to test and develop ideas? What potential ideas and resources do you have that will help you develop a meaningful digital touchpoint?

The people - i.e. specific details around your target audience and other stakeholders in the context who are connected in some way to the challenge area e.g. food charity worker, volunteers in the system etc. The richer and more detailed the personas presented, the better.

Evidence - tangible "data" that you have gathered that is the basis for your project. Data in design terms is more qualitative, preferably, first-hand sources- think people, not numbers. This type of data leads to authentic and rich insights and analysis and usually only requires working with a few, well-chosen people who are relevant to the context being explored

Insight and analysis - the specific observations and meaning drawn from the evidence - the key statements and research you have done based on your data. The people you're are usually not consciously aware of these until you present your analysis to them.

Challenge Statement - what's your challenge statement based on the above evidence e.g.,
"Hundreds of thousands of tonnes of good food is wasted by the UK food industry every year. At the same time, millions of people are struggling to afford to eat. This food charity addresses these 2 issues by redistributing food industry surplus which would otherwise go to waste, to the people who need it most. Volunteers are key in helping to distribute food to charities. However, project managers are struggling to effectively manage the supply and demand of these volunteers.'

Opportunity Statement - a succinct description of the challenge you will address.
E.g. *"How Might We... enable food charity project managers to strengthen and efficiently organise their volunteers in order to create a vibrant and reliable volunteer network whilst reaching increasing numbers of people in need"* Some early ideas may emerge from this towards a digital touchpoint.

You are encouraged to get early feedback on project theme and direction with RCA and DoC Tutors before the Milestone 1 Elevator Pitch. The Clinic Hours in the first week are:
- **Monday 30th May: 13.00 - 15.00**
- **Tuesday 31st May: 13.00 - 15.00**
- **Wednesday 1st June: 13.00 - 15.00**

The Milestone 1 Review Sessions will take place throughout the day on Monday 6th June.

Milestone 1: project pitch (5%)

"Elevator Pitch - communicating the ambition and excitement of your project idea."

For this week, we are expecting you to have formulated a complete opportunity statement for your project in terms of clear user stories, real stakeholders and supported by powerful evidence.
This will be presented as a **3-minute elevator-pitch micro-presentation**.

Context and storytelling: Stage (physical environment), Audience (who's it for?), Actors (who brings the experience to life?), Plot (what's the story?)		
No context or missing important elements. Focus is internal. e.g. team only or stuck in comfort zone	Some context, but in a vague scenario without a clear need. Focus is limited. e.g family, friends, colleagues	Rich context, with most of the above four theatre elements. Diverse stakeholders (> 1) and tangible access to scenario.
People and personas		
No real people.	Real, but non-specific people.	Well defined characters/personas.
Evidence: a range of data that illustrates a real challenge and the potential value of the project		
Nothing. i.e. No data to back up the premise of the project.	Weak evidence. e.g. Hearsay, assumptions, generic facts and figures, or data analysed by a third party.	Strong and rich evidence. e.g. Photos, films, interviews. Statistics are referenced/reliable. Quotes from real people. Powerful quantitative arguments.
Insights and analysis		
Generic or "cliche" observations.	Specific observations, but lacking authenticity of hypothesis or potential impact.	Insightful and empathetic observations, with high impact and potential value.
Opportunity statement (what need(s) are you solving for?)		
Missing or minimal statement.	High-level, abstract statement. Needs more depth/detail.	Clear needs for all stakeholders. Ambitious and interesting.

Feedback and tasks for next week (three-four items):

- ❏ Re-record pitch?
- ❏ What is the problem?
- ❏ Less focus on digital touchpoint next week?
- ❏ Who is your target audience? (personas) _____
- ❏ What do they say about the challenges/needs? (quotes, photos, film) _____
- ❏ What do they do now? (user journeys, storyboards) _____
- ❏ You should think about _____ for your mockup
- ❏ How are you going to capture feedback about _____
- ❏ You should consider asking your users about _____

Milestone 2 (10%)

"The Walking Skeleton - getting the project's digital touch-point off of the ground."

For this week, we are expecting you to have a visual representation of the mock-ups you have created for your project and to have tested these with real people to validate your ideas through high quality feedback. We also expect to see evidence of continuous deployment of the walking-skeleton for the project's digital touchpoint.

Visual representation of digital touchpoint (mock-ups for real people)		
No physical form.	Generic, abstract, static.	Meaningful mock-ups with clear interlinked interaction.
How have real people interacted with the paper mock-up		
No real interaction.	Static feedback gathered. e.g. e-mail, survey, WhatsApp or online message boards.	Rich multidimensional and interactive feedback building upon static. Captured in visual form e.g. video, photos, audio.
Quality of feedback and validation of the idea		
Nothing that helps guide the design or development of the project's digital touchpoint.	Some surface-level, superficial engagement with users. e.g. focus on font/colour/layout rather than interactions.	Deep discussion and user engagement with how the app would work in reality. Might lead to interaction with additional stakeholders.
Preparing development process for digital touchpoint		
Git repository set-up.	CI Build System in-place.	Full public deployment (CD).
Preparing a walking skeleton for digital touchpoint		
Chosen tech-stack for future application development.	Current state is a generic hello-world, todo, map or login application.	Current state prototypes a context-relevant interaction of your digital touchpoint.

Feedback and tasks for next week (three-four items):
- ❏ Go to [more / different] real people with your mock-up? _____
- ❏ Solve technical issues with the pipeline? _____
- ❏ The first suggested feature for you to build is _____
- ❏ Refine personas for user _____
- ❏ Create an updated storyboard or user journey taking into account _____
- ❏ How are you planning to prototype the next stage based on learning about [usability / desirability / functionality]? _____
- ❏ How are you going to get a deeper understanding of the target audience? _____

Milestone 3 (10%)

"Thin Slicing - making meaningful progress on your project development via feedback iterations."

For this week, we are expecting you to have developed a context-relevant digital touchpoint for your project, have shown this to real users and received high quality feedback. We also expect to see evidence of agile iteration planning, driven by user stories, and thin slicing of feature development.

Iteration planning		
No clear design or development planning in place.	Evidence of agile development. e.g. Kanban board, Trello. However development is not informed by user stories.	Clear evidence of agile **-and-** user-centred development in the presentation of this iteration's project progress.
Digital touchpoint (designed for real people)		
Generic, abstract, developed from static feedback.	Meaningful design with helpful, context-relevant interactions.	An engaging application, rich with meaningful and usable context-relevant interactions.
How have real people interacted with the digital touchpoint		
Static feedback gathered. e.g. e-mail, survey, WhatsApp or online message boards.	Rich multidimensional and interactive feedback building upon static. Captured in visual form e.g. video, photos, audio.	Rich multidimensional feedback and application of clear/specific customised HCD data gathering methods in sessions with users.
Quality of feedback and validation of the idea		
Nothing that helps guide the design or development of the project's digital touchpoint.	Some surface-level, superficial engagement with users. e.g. focus on font/colour/layout rather than interactions.	Feedback provides a clear direction for the digital touchpoint towards being useful and helpful for a wide range of stakeholders.
Thin slicing development		
No thin slicing. i.e. skewed development on Front-End, Back-End, or DB.	Evidence of partial thin slicing or a single thin slice in the presentation of this iteration's project progress.	Clear evidence of distinct thin slices for feature development in the presentation of this iteration's project progress.

Feedback and tasks for next week (three or more items):

- ❏ Suggested thin-slice feature(s) to implement _____
- ❏ Produce a user journey for _____ taking into account_____
- ❏ Get user _____ to suggest / engage / provide useful feedback on feature(s) _____ to guide next week's development

Milestone 4 (5%)

"User Feedback and Quantitative Evaluation - knowing if your project is on the right track."

For this week, we are expecting you to have shown your project's digital touchpoint to real users and gotten more high-quality feedback. We also expect to see further evidence of agile iteration planning, driven by user stories, and thin slicing of feature development. Additionally, we want you to consider the potential impact of your project and quantitatively evaluate the success of your end-product.

Iteration planning		
No clear design or development planning in place.	Evidence of agile development. e.g. Kanban board, Trello. However development is not informed by user stories.	Clear evidence of agile **-and-** user-centred development in the presentation of this iteration's project progress.
Digital touchpoint (designed for real people)		
Generic, abstract, developed from static feedback.	Meaningful design with helpful, context-relevant interactions.	An engaging application, rich with meaningful and usable context-relevant interactions.
Quality of feedback and validation of the idea		
Nothing that helps guide the design or development of the project's digital touchpoint.	Some surface-level, superficial engagement with users. e.g. focus on font/colour/layout rather than interactions.	Feedback provides a clear direction for the digital touchpoint towards being useful and helpful for a wide range of stakeholders.
Designing for positive impact - impact asset		
Potential impact of project not considered or demonstrated via HCD techniques.	Potential impact demonstrated via HCD techniques. e.g. cover story mockup, poster, advert or leaflet.	Compelling vision and impact of the project proposition that considers the possibility of wider positive consequences.
Quantitative and objective evaluation		
No metrics or objective evaluation provided.	Some generic metrics collected, but with limited relevance or poor analysis of observations.	Meaningful sample of metrics collected, with good analysis and comparison with previous iterations.

Feedback and tasks for next week (three-four items):
- ❏ Present some metrics in your final presentation related to _____
- ❏ [Develop / refine] the following feature(s) _____
- ❏ In your final presentation be sure to emphasize _____
- ❏ Compare or contrast your project result to competitor app _____ and present this comparison in the final presentation.

Final Project Evaluation (50%)

"Final Presentation & Demonstration - showing off what you have achieved during the project"

For this week, we are expecting you to present your work/project, illustrating a compelling scenario that illustrates the value of your digital touchpoint, designed for real people. You should provide evidence that real people have interacted with the digital touchpoint, and demonstrate that you have captured useful, deep engagement and feedback from these stakeholders.

Quality of Presentation				
Good Pacing / Clear Articulation	0 ❑ 1❑ 2❑ 3❑	Consistent Slides	0 ❑ 1❑ 2❑ 3❑
Ran to Time	0 ❑ 1❑ 2❑ 3❑	Sensible Use of Diagrams/Images	0 ❑ 1❑ 2❑ 3❑
Content			
Story telling:			
Quantitative evidence / background	0 ❑ 1❑ 2❑ 3❑	Emotive Presentation	0 ❑ 1❑ 2❑ 3❑
Qualitative evidence / user stories	0 ❑ 1❑ 2❑ 3❑	Demo integrated with presentation	0 ❑ 1❑ 2❑ 3❑
The Problem:			
Clear Problem Statement	0 ❑ 1❑ 2❑ 3❑	Real-World Evidence-Driven Problem	0 ❑ 1❑ 2❑ 3❑
Well-defined Target Audience	0 ❑ 1❑ 2❑ 3❑	Distinct User Testing Iterations	0 ❑ 1❑ 2❑ 3❑
User Experience:			
Relevant Stakeholders Considered	0 ❑ 1❑ 2❑ 3❑	Seamless In-app User Experience	0 ❑ 1❑ 2❑ 3❑
Seamless In-context User Experience	0 ❑ 1❑ 2❑ 3❑	Navigable UI	0 ❑ 1❑ 2❑ 3❑
Technical quality:			
Justified Language/Framework Choice	0 ❑ 1❑ 2❑ 3❑	User to User Interactions	0 ❑ 1❑ 2❑ 3❑
Effective System Architecture Diagram	0 ❑ 1❑ 2❑ 3❑	Real-Time User Interactions	0 ❑ 1❑ 2❑ 3❑
Stable Product	0 ❑ 1❑ 2❑ 3❑		
Conclusion and Evaluation:			
What Went Well?	0 ❑ 1❑ 2❑ 3❑	User Impact/Benefits	0 ❑ 1❑ 2❑ 3❑
What Would You Do Differently	0 ❑ 1❑ 2❑ 3❑	Future Work	0 ❑ 1❑ 2❑ 3❑

Additional comments:

Project Documentation (10%)

"Light-Weight Documentation - advertising your project and understanding its legal context"

You should prepare a small portfolio of documents* that detail certain specific aspects of your DRP group project. We expect that the bulk of the content will have been developed during the project and that your documentation submission just provides some narrative.

You will need to provide the following documents:
1. **Project Pitch Leaflet**
2. **Copyright/Legal Issues Report**
3. **Human Centred Design Techniques Portfolio**

There are more details on the specific requirements of each document over the following three pages.

With the exception of the Human Centred Design Techniques Portfolio, each of these documents should be no more than a single A4 page. The Human Centred Design Techniques Report will vary in length depending on the quantity of evidence and support material that you include, but the discussion itself should be limited to one A4 page.
You are encouraged to use diagrams to convey information (where possible).

1. Project Pitch Leaflet

A succinct project pitch with an illustrative screen-shot or mock-up. In one or two short paragraphs you should sum up the purpose of your digital touchpoint and its use. This discussion should be backed up by a well-chosen screen-shot or mock-up of your digital touchpoint in action. This document should be suitable to generate interest in your digital touchpoint if handed out at a project fair or publicity event.

Project Pitch Leaflet			
Missing project name, or name overly generic	❏	Clearly displays good choice of project name	❏
Missing, generic or unhelpful screen-shot/mock-up	❏	Well chosen and emotive screen-shot/mock-up	❏
Missing or vague problem statement	❏	Clear and concise problem-statement	❏
Missing or vague target-audience	❏	Clear and specific target-audience	❏
Missing or vague solution proposition	❏	Clear and specific solution proposed	❏

2. Copyright/Legal Issues Report

In a list or table you should acknowledge any libraries, code or pictures that are used in your final digital touchpoint and have not been written or created by your group. In a short paragraph you should also briefly discuss any legal issues that you would have to consider if you were to officially release your digital touchpoint. This document should be suitable for a future development team to understand the legal constraints placed upon them within the scope of continuing work on this project.

Copyright/Legal Issues Report			
Missing or incomplete resource/license list	❏	Clear list of all third-party resources & licenses	❏
Resource ↔ License links not clear	❏	Resources and their licenses clearly linked	❏
License legal implications not understood	❏	License legal implications well-considered	❏
Copyright legal implications not understood	❏	Copyright legal implications well-considered	❏
Wider legal implications not understood	❏	Wider legal implications well-considered	❏

3. Human Centred Design Techniques Portfolio

The DRP project is a vehicle for students to explore design methods and tools in order to inspire new thinking and develop digital innovation, always with the aim of creating new and improved experiences for people, whatever the context. This portfolio should be an engaging and visual representation of your approach, illustrating your team's use of Human Centred Design techniques at each stage of your project, your reflections on what you learned and how this contributed to the ongoing development of your digital touchpoint. We suggest you include the design methods and approaches you've used throughout the project, with reflection on how these helped guide you in your development.

Human Centred Design Techniques Portfolio		
People		
Poorly defined target audience lacking specific focus or well-defined characters.	Generic and non-specific people or personas.	Clear understanding and empathy illustrating the needs/behaviours of the target audience in your chosen context.
Lack of awareness of other stakeholders who are relevant to the chosen context and whose needs and behaviours should be considered.	High level understanding of stakeholders, but not enough detail to help with meaningful design decisions.	Clear understanding of relevant stakeholders whose needs and behaviours should be considered in your proposition.
Current/Future State (what's happening now vs the preferred, future experience)		
Current state not understood, or missing important elements.	Some representation, but lacking in-depth knowledge that connects with your idea.	Design methods used illustrate clear evidence of understanding the current state.
Insights lack authenticity and don't connect with a compelling design solution (future experience).	Insights appear authentic, but fail to resonate with your design solution (future experience).	Insights generated are empathetic and clearly create a high impact solution.
Generic/High-level opportunity statement, that doesn't relate to the scenario explored.	The opportunity statement doesn't link well with the insights that were generated.	Clear opportunity statement considering the needs of all stakeholders.
Testing and Validation		
Little or no evidence of user feedback impact.	Feedback represented, but no clear connection between the changes made and their impact.	Clear evidence of user feedback leading to a richer and improved experience.
Evolution of digital touchpoint missing or poorly documented.	Clear approach to testing (from concept, to feature, to experience), but lacking authentic connection to the context.	Visual representation of digital touchpoint evolution (from concept, to feature, to seamless and richer experience) showing authentic builds.
No meaningful reflection on the reason for changes in the digital touchpoint.	Some reflections but not representing a consistent approach.	Insightful reflection on what led to distinct changes in the digital touchpoint.
Understanding Impact		
Impact of new digital touchpoint on target audience poorly considered.	Some consideration of impact made, but not fully explored or superficial.	Meaningful evidence, clearly showing a better outcome for the target audience.
Impact on and experience of other stakeholders not considered.	The impact created for different stakeholders is considered to some degree, but not fully.	Meaningful evidence, clearly leading to an improved experience for all relevant stakeholders.