2.5 Application One

Educational Collaboration UX

# Introduction

This Adobe-sponsored project is about developing and prototyping an interaction model for an online tool that permits instructors to manage course projects, students to collaborate and external reviewers to provide real-time feedback.

The context for this project is the assumption that the global education environment is on the verge of experiencing massive systemic change.

At the event level, this change is being driven by the availability of new experiences for moving much of the communication component of education online. However, in turn, as students, instructors and institutions respond to this increased access shifts are beginning to occur at the pattern and structural level that will ultimately result in new models for educational economics, expectations and outcomes.

How this will all play out, however, is anyone’s guess.

In the short term, we are seeing two directions.

1. **Massive Open Online Courses (MOOCs)**. Examples in this space are Udacity, Coursera & Edx. These players are starting from system level to re-envision the higher learning experience in terms of course structure, evaluation and accreditation.
2. **Collaborative Tools**. The other approach comes from tool builders like Google, with its *Google Apps for Education*and Microsoft with its educationally targeted cloud solution, *Office 365 for education*. Here the focus is enriching the education experience by reducing the friction involved in collaboration and evaluation with well-integrated tools for creating content, and sharing it.

It is Adobe’s intention to be an important player in this second, collaborative tool space with a version of its **Creative Cloud** offering designed specifically for education.

Your goal in this project is to help Adobe understand how its particular expertise in the development of creative tools can be applied to the challenges of online education to produce a unique and compelling offering.

# Objective

Design an experience for your assigned persona that provides a simple and efficient collaboration experience.

For **Rebecca—**the student**—**your experience must include workflows originating from within an Adobe creative application (e.g. Illustrator, Photoshop) that:

1. Permit her to log in to any of several projects she is collaborating on
2. Visualize profiles of the 3 other students with which she is collaborating on a particular project, and understand if they are currently online or not
3. Have an online group discussion with her collaborators about the state of the project while viewing the project files
4. Download, update, and then re-upload to the server a project file associated with the project that she is collaborating on

For **Matt—**the external reviewer**—**your experience must include workflows originating from within a dedicated viewer application like Adobe Reader that:

1. Permits him to join one of several presentations to which he has access
2. Visualize profiles of the students and other reviewers attending the presentation
3. Provide realtime feedback to the presentation team, individual students or other reviewers while viewing the presentation
4. Access, add comments to and submit an evaluation of the presentation that is based on the assignment rubric

For **Justin—**the course instructor**—**your experience must include workflows originating from within a school portal that:

1. Permits him to log in to one of the several courses he is teaching
2. Review submissions for one of the several assignments he has created for his course
3. Visualize in a simple way, for any given submission, the submitted files, profiles of the students that are collaborating on the submission, and the assignment brief and evaluation rubric
4. Enter grades and comments on the submission to all the collaborators individually and as a team

The system you design must be a reasonable extension of the existing interaction model for the Creative Cloud. You are encouraged to innovate, of course, but you must be able to explain how your proposal extends and complements what you know about the existing offering.

# Discussion

Adobe hopes its collaboration with the students of IXDSN210 will inform its design of the education experience for its new subscription offering the “Adobe Creative Cloud.”

Adobe is one of the world’s leaders in digital media tools for the professional community of web designers, professional photographers, animators, video game designers, publishers, and video. Their tools and services are designed to help create digital content, deploy it across media and devices. Last year, Adobe launched a new approach for their customers to get access to these tools, called “Creative Cloud.”

In addition to providing access to Adobe’s tools, the Creative Cloud will ultimately be a platform for collaboration and publishing/sharing creative work. For example, Adobe recently acquired behance.com, in order to offer students and professionals a way create and share portfolios of their work.

For Adobe Creative Cloud, Adobe envisions a solution that looks/feels like part of the college’s internal portal and learning system. So for example, a design school faculty member should be able to create an assignment for his/her students from inside the Creative Cloud; students should be able to collaborate on teams to complete the assignment and external reviewers from the larger design community should be able to join a virtual critique of the work.

# Schedule & Submission

You will have 4 weeks to complete this assignment and your grade will be based entirely upon your final submission and presentation, However, each week you will have interim milestones to complete that will determine your participation grade for that week.

The schedule and deliverables are as follows:

1. 2/25 Project Kickoff
   1. Guest Presentation: Mike McHugh, World Wide Technical Product Manager Education for Adobe
      1. Roadmap: Adobe & the Creative Cloud
      2. Adobe’s Agile Prototyping/Innovation Methodology
      3. Creative Cloud Demo
   2. Class brainstorming session
2. 3/4 Phase I: System Design
   1. Visual representation of system conceptual model
   2. Object/attributes/operations analysis
   3. Hierarchical representation of system data model
3. 3/11 Phase II: Key Frames
   1. Layouts for at least 3 critical screens in your system
   2. Flow diagram for system showing all required workflows
4. 3/20 Final
   1. Presentation - 10 minutes total
      1. 5 minutes to present, 5 minutes for feedback
      2. Clear visual overview of the interaction model
      3. A coherent narrative, told through animated wireframes, that demonstrates how your design addresses your personas needs as defined by this brief
   2. Submission - Single Keynote native file that contains the following pieces:
      1. animated wireframes
      2. object model
      3. flow diagram

To receive a grade for this assignment your submission must be uploaded to Lore by 7:15 pm 3/20/2013. Note that your final submission may contain more detail than the file used in your presentation.

# Learning Objectives

1. Practice integrating new functionality within an existing system
2. Develop object and flow models for a software experience
3. Practice creating software prototypes using Keynote

# Resources

* Adobe Creative Cloud overview:<http://www.adobe.com/products/creativecloud>
* Adobe’s Education Approach:<http://www.adobe.com/education>
* Adobe Behance: <http://www.behance.com>
* 50 Free Collaborative Tools for Education: <http://www.collegetimes.tv/50-free-collaboration-tools-for-education/>

**Grading Rubric**

| **Quality** | **Poor (1)** | **Good (2 - 3)** | **Excellent (4)** | **Weight (%)** |
| --- | --- | --- | --- | --- |
| Presentation | Final deliverable does not meet stated requirements or does not address the design brief. Final presentation shows lack of preparation. | Final deliverable meets all stated requirements. Presentation is organized and clear. | Final deliverable demonstrates exceptional attention to detail and communication value. The final presentation is well-rehearsed and effective. | 40% |
| Interaction Model | The system concept does not make good sense, the plan is either too simple or too complex with respect to assigned purpose or does not address the persona needs. | The system concept presented is sound and complete in terms of conceptual and object models. The system is efficient in terms of the elements and relationships required to address the persona needs. | The system concept is innovative in terms of purpose, conceptual or object model. The specification of objects, relationships and the information exchanged and is particularly elegant. | 30% |
| Prototype | The presented workflows do not support the interaction model or fully address the brief. The information architecture of the layouts are awkward or disconnected from the interaction model. The production values of the prototype are poor. | The screen layouts are a good fit for the interaction model, the conceptual model is expressed through the screens and interactions, and the prototype feels consistent and smooth. | The screen layouts demonstrate awareness of standard UI expectations. The narrative flow and interaction model for the system are simply expressed in the prototype layout and behaviors. The production value of the prototype is exceptional. | 30% |

# Ownerships of Works

California College of the Arts students own the original work they create in a sponsored studio

or project. Usage, copyright and patent opportunities will remain the property of the designer

or artist, unless college-assisted negotiations occur between the student and sponsor. Usage

includes ownership, licensing, patents, any promotional use, trade, or commercial applications.

If mutually agreed upon, Adobe may negotiate use of students’ work or pay students for use

of their ideas or designs. Additionally, Adobe may establish internship opportunities and/or

independent contractor positions for CCA students. Through this process, CCA will provide

professional and legal advice to the student.

The Adobe/CCA project designed for the spring 2013 IXDSN-210-01 Interaction Design

Studio: Systems course may be inherently collaborative. Therefore, ownership of the works

created during the project may not be subject to individual or student team ownership.

Any restrictions on the part of Adobe related to the use of the company’s brand, logo,

trademarks, or copyrighted materials should be communicated to CCA faculty and students prior

to the start of the project.