IxD210: Systems

Term Project Phase II: Prototyping

**Concept & Persona Models**

*Overview*

In the generative design phase of this project, your first step is to define clearly what you are designing and for whom.

The ‘for whom’ part will be completed via a personas. Personas represent behaviorial models and are a common method design professionals use to get entire teams on the same page with respect to design requirements.

You will create a high level definition of ‘the what’ with a concept diagram. This tool creates a concise definition of value in terms of input, workflow and output.

*Instructions*

1. Create a persona document describing for whom you are designing a solution. The persona documents should contain
   1. A name
   2. A photo or visual representation
   3. Role/Position
   4. Brief summary of level of expertise
   5. Role in the system (a few bullet points or short paragraph)
   6. Wants (a few bullet points or short paragraph)
   7. Needs (a few bullet points or short paragraph)
   8. Dreams (a few bullet points or short paragraph)
   9. Challenges (a few bullet points or short paragraph)
2. Create the simplest possible sentence you can that describes how your software system will provide value to your persona. Present this information in the form of a concept diagram where the nouns, or concepts live inside bubbles and the actions, or verbs, are represented by annotated arrows.

*Delivery*

**Submit to Edmodo by start of class on April 7**

*Rubric - Persona*

| **Quality** | **Pass (1)** | **Fail (0)** |
| --- | --- | --- |
| Presentation | Layout, organization and graphic design of the information contributes to an ease of consumption of the information | Information is poorly organized, the graphic design is sloppy or inappropriate and the information contained is difficult to parse. |
| Content | The persona is complete (includes every bullet point listed above), and provides a clear summary of the type of person this project is intended to help. | The persona is incomplete (not every bullet point included) and/or the descriptions don’t make complete sense. |

*Rubric - Concept Model*

| **Quality** | **Pass (1)** | **Fail (0)** |
| --- | --- | --- |
| Presentation | Layout, organization and graphic design of the information is appropriate and contributes to an ease of consumption of the information | Information is poorly organized, the graphic design is sloppy or inappropriate and the information contained is difficult to parse. |
| Content | The problem should be understandable, worth solving (a high leverage point) and could conceivably be mitigated through software. | The problem is not articulated and/or seems trivial and/or seems impossible to solve via software. |