

Milestone 2

Ideation – Phase I

Due: Monday, December 16, 2019, **9 am**

Description

Now that you have a clear understanding of the problem(s), during this week you will brainstorm potential solutions for the problem and describe them using storyboards.

Tasks

During last week, you identified up to three problems and described each of them as a **problem statement**. In this week, you will perform the following tasks:

1. If you have more than one problem statement, select one problem that you find interesting. Remember the characteristics of a good problem statement: *user-centered*, *specific*, and *problem-centered*. To help decide, you can have team members vote.
2. Identify at least **three different personas**, of which at least one needs to be an **extreme persona** (see Resources), and describe each persona in detail.
3. For the chosen problem, use the Design Studio approach that was introduced in the lab on Monday (Dec. 9) to **create**, **pitch**, and **critique** potential solutions.
4. After identifying several solutions, **vote** for solutions (each member gets **three** votes) and *sketch* a **concept map** describing the solution space. Eventually you should have **six solutions** for the problem.
5. For each solution, sketch a **storyboard** to show the **current state** of the world (i.e., depict the problem without your solution) and the **benefit** of the solution (i.e., depict how the solution can be used to solve the problem). The Storyboard should clearly communicate the **benefit**, **context of use**, and **interaction**.

Note

- Do not preemptively select solutions before you brainstorm. You will be surprised with the wide variety of solutions you can come up with when you have an **open mind**.
- Do not think about the feasibility of the solution just yet.
- Remember to be **objective** when critiquing others' solutions.
- While voting for solutions after the critique stage, **empathize** with the users you had observed and/or interviewed during the last week and ask yourself, "*Would he/she use this solution?*".
- You will be evaluating your solutions with target users next week (for milestone #3) by showing them the personas and storyboards—keep this in mind when you create them.

Resources

- **Design Studio** is an approach that can facilitate structured brainstorming and discussion of ideas: <https://vimeo.com/37861987>.
- To help you brainstorm, you may want to adopt the **Six Thinking “Hats”** approach: http://www.debonogroup.com/six_thinking_hats.php.
- Rapidly drawing several storyboards requires lots of practice and some tricks of the trade. You can watch the complete **“Sketching User Interfaces”** seminar by Bill Verplank and access course notes from <http://hci.rwth-aachen.de/verplank>.
- If you are looking for sample pictures for your personas, check out **UI Faces**: <http://www.uifaces.com>.
- Extreme personas deviate from your average user group. E.g., if you are designing a new vacuum cleaner, an extreme persona you should consider is someone who is physically challenged or has other considerations, e.g., uses the vacuum cleaner multiple times a day. See <https://medium.com/@bethanphillimore/the-fundamentals-of-engaging-with-extreme-users-45e0033e6b2>.

Deliverables

Please prepare the deliverables as a **PDF**. If you link to a video or other sources, include the URL in the PDF. You can also include videos or other relevant files. Gather everything in a **ZIP** file. It should eventually contain:

1. Problem statement of the one problem that you have chosen for your project.
2. Pictures from the Design Studio approach: post-its of all the **solutions** you had brainstormed along with the members’ **votes** and the **concept map** you drew describing the solution space.
3. A list of the final six **solutions** (as text in the blog post) that were identified.
4. Six **storyboards**, one for each of the six solutions.
5. Descriptions of at least three **personas**.

Name your file **P02-GXX.zip**, where XX indicates your group number. E.g., if you are in group 5, name your ZIP file as **P02-G05.zip**. Submit your ZIP file to RWTHmoodle before **9 am, Monday, Dec. 16**.