

## Milestone 3

### Ideation – Phase II

**Due:** Monday, January 6, 2020, **9:00 am**

#### Description

At the end of last week, you identified six solutions to one or more problem(s). This week you will evaluate your solutions by conducting storyboard walkthrough with your target users. Based on the feedback, you may add new solutions or refine existing solutions, but at the end of the week you will have to narrow it down to three solutions.

#### Tasks

In the last week, you had identified six solutions and described each of it as a **storyboard**. In this week, you will perform the following tasks:

1. Using the storyboards as an aid, describe each solution to **at least three** target users and get their opinion. In particular, identify the following:
  - a. Do the users understand the solution? You may ask each user to describe the solution in her own words.
  - b. Do the users find the solution realistic?
  - c. Do the users feel that this solution can solve his/her problem(s)? If not, what is still a problem? Is there a solution that could solve this?
2. Based on the storyboard walkthrough, identify **at least one** pro and **at least one** con argument for each solution. Then, modify the solutions and/or identify new solutions as required.
3. Describe **three solutions** that result from Task 2 using storyboards.
4. Repeat Task 1 for these three solutions to identify their pros and cons.

#### Note

- If one or more users do not understand the storyboard, this indicates that you may need to re-draw the storyboard to explain the problem or interaction more clearly.
- Bear in mind that the users may not always know what they want. E.g., the user may be comfortable with her current methods and might not be open to new solutions. Do not let this deter you—see what the other users think about your idea.
- The three solutions you end up with for milestone #3 should be for the same problem statement.
- The users to whom you describe your storyboards should be representative of the personas you had identified in the previous milestone.

## 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. Storyboard walkthrough

- a. Pictures of the storyboards you used in the walkthrough. Even if they were submitted last week, please add them again.
  - b. Demographic information of the users who participated in the walkthrough.
  - c. The walkthrough/interview protocol that was followed.
  - d. Summary of all interviews in English. Note: Additionally, you can also submit an audio or video recording if the users consent.
  - e. A summary of findings from the interview for each solution and for each user.
2. Your **evaluation** of each solution based on the findings. Identify at least **one positive** and **one negative** for each solution.
  3. Final storyboards for the three solutions you settle upon. If you modify your solution, please highlight it to be prominent.
  4. Results of the storyboard walkthrough for these three solutions.

Name your file **P03-GXX.zip**, where XX indicates your group number. E.g., if you are in group 5, name your ZIP file as **P03-G05.zip**. Submit your ZIP file to RWTHmoodle before **9 am, Monday, Jan. 6**.