Experience Prototype Experiments
Due: Monday, 5/1/2017, start of class
Updated w/ in-class experimental result Due: Wednesday, 5/3/2017, 11:59 PM

Overview
In this assignment, you will take what you’ve learned from your rough experience prototypes last week, and do some rapid experimentation to create crisper and more structured experience prototypes to test with real users. In this assignment, you will create and test three experience prototype experiments.

Project Requirements
1. (Optional) Take your learnings from last week’s assignment, and test each of your experience prototypes on one more user in your target group, for a total of 3 more tests.
2. Create three new experience prototype experiments, and test each experiment on 3 users.
   • 2 of the 3 users must be in your target group (i.e., only test on one Stanford student).

Deliverables
1. Experiment Worksheets (3 of these, for each experiment)
   • Fill out and submit experiment worksheets for each experiment you run, based on Julie’s lecture.
2. Conduct one extra instance of one your experiments in class
3. Gallery Walk in class (after running experiment)
   • Each group will post up a printed set of slides on the wall that describe the three experiments and major learning/takeaways.
   • In the slide deck, for each of the 3 experiments you should have the following:
     i. 1 slide explaining the experiment you conducted
     ii. 1 slide explaining major learnings and takeaways
     iii. The slide count is a rough guideline; feel free to use more slides (pictures!) if it helps you better convey the experiment
   • If there’s anything else you want to share with the teaching team about your learnings, include it in the Appendix of your slides.

Grading Criteria
- Quality of experiment worksheets - 15 points
- Major learnings and takeaways - 45 points
- Diversity in test participants - 15 points
- Quality of slides (information and visual design) - 20 points
- Learnings/takeaways from in-class experiment - 5 points
- Bonus points for testing last week’s experience prototypes on more target users - 15 points