Final Report
Checkpoint: Start of Thu/Fri studio (Dec 1-2)
Final: Sun, Dec 11, 11:59 PM

Goal
Produce an engaging, written piece to document your quarter of work on this project. Ideally, this deliverable will be something that you can build on for your professional portfolio.

Assignment Overview
This final written deliverable will give you a chance to synthesize your findings from each stage of the design thinking process and reflect on the evolution of your project throughout the quarter. You can reuse content from previous deliverables, but this written piece should read as though written for a public audience. Make sure the piece is cohesive, engaging, and understandable for someone unfamiliar with your project.

Report Guidelines
Follow the below outline using separate sections for the top-level items. Review the rubric below to understand what you will be evaluated on.

Suggested Outline
1. Project name & value proposition
2. Team member names and roles
3. Problem/solution overview (2-4 sentences)
4. Needfinding
   a. Interviews: Who did you interview? How did you recruit participants? How did you interact with these participants? etc.
   b. Synthesis: How did you synthesize? What did you learn?
5. POVs & experience prototypes
   a. Your final 1-3 POV statements
   b. A sampling of the HMWs that stemmed from each POV
   c. Top 3 solutions
   d. Brief description of each experience prototype:
      i. The assumption being tested
      ii. Key aspects of the prototype setup
      iii. What worked/didn't work, implications
6. Design evolution
   a. Final solution
      i. Description
      ii. Rationale for the selected solution, grounded in evidence
   b. Tasks
      i. Describe your tasks, label by complexity

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ii. Describe why each task is important to your user base
iii. Annotated task-flows using images of the final interface
c. Design evolution visualization(s) and rationale
   i. Images of the major UI iterations in your project
   ii. Include annotations/captions to explain flows and evolution as necessary
   iii. For each iteration explain evaluation technique, what was learned, and
       how the design changed in response (implication)
   iv. For med-fi → high-fi: discuss each severity 3 or 4 heuristic violation found
       by the evaluators, along with the fix or the reason for not fixing
   v. Weave your visualizations into your written rationale
d. Values in design
   i. What were the values you identified for your solution?
   ii. How are these values embedded in specific design features?
   iii. Are/were there conflicting values? Did you manage to address these
       conflicts? If yes, how? If not, what were the inhibiting challenges?

7. Final prototype implementation
   a. Tools used; pros and cons of these tools
   b. Wizard of Oz techniques
   c. Hard-coded techniques used

8. Reflection & next steps
   a. What were your main learnings from this quarter about the design thinking
      process, your studio theme, and your own project?
   b. If you had more time, what might you add in the future?

**Deliverables**
Upload deliverables to a subdirectory titled “Assignment 11” in your team’s Google Drive folder.

1. Report checkpoint
   Google Doc submitted at the checkpoint for CA feedback. This draft should be finished
   through POV & experience prototype sections.

2. Final report
   This report is cumulative; you will write about the design thinking process and how your
   project evolved over the quarter.

**Examples**
**Note: This assignment has changed to be more of a portfolio-style write-up but much of the**
**quality of the content in these examples still stands.**
Grove, Off, Fluently, Reclaim, Pebble

**Grading Criteria**
You will be graded based on the thoroughness, readability, and visual quality of your final report.

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Report (100 pts)

Checkpoint (5)
___ Draft submitted on time

Coverage of topics (60)
___ Covers all the sections described in the outline
___ Rationale behind each step of the process is adequately discussed and tied together
___ Clearly outlines and depicts the development of their high-fi prototype

Writing quality & readability (25)
___ Writing is spelling and grammatically correct and comprehensible
___ An engaging and understandable read; well-organized with strategic structure
___ Professional formatting and visual design choices