ASSIGNMENTS OVERVIEW

See corresponding colors on the calendar to see when these projects will occur during the quarter.

Assignment 1

Needfinding

In this assignment you will plan, develop, and execute the first needfinding round for your quarter-long team project. You will present your interview plan (methodology), data gathered from your initial interviews, and the key insights and inferences you have made. You will capture this analysis in an empathy map that you will share in your studio presentation.

Assignment 2

POVs and Experience Prototypes

You will revisit the findings from A1, interview more participants based on a deeper focus, and formulate points of view for your potential users. From there, you will craft several "How Might We" statements to frame the problem area and intended design goal. Based on the best HMW statements, you will brainstorm several solutions. You will then create and test 3 "experience prototypes" to learn more about these ideas.

Assignment 3

Website

The goal of this assignment is to learn how to present your work in a professional, engaging, and appealing manner. Previous students have used their websites to talk about their project when on the job hunt! Your website will be hosted on Stanford AFS.

Assignment 6

Interactive Medium-fi Prototype

Learn how to build medium-fidelity, interactive prototypes of UI ideas using an interactive UI design tool. Understand the tradeoffs compared to low-fi prototyping or even creating a prototype through coding. You will revise your UI ideas based on the insights from your low-fi prototype user testing and feedback from your studio peers and CA. Then, you will use interactive tools to build a medium-fidelity prototype of the updated and improved design.

Assignment 4

Concept Video

The goal of this assignment is to continue to learn how to brainstorm novel design ideas and turn these ideas into a concept video. You will start by conducting market research to find other apps in your space (ensure you're thinking up a novel product). You will then shoot a video that will help you to learn how to both deepen your solution and better present your ideas and, more importantly, the context of your project to an audience outside of your immediate team.

Assignment 5

Low-fi Prototype and Usability Test

Learn how to use low-fi prototyping in the early stages of UI design. You will first sketch many different design realizations that will implement your solution. You will then select the best of these realizations to test further. You will build a low-fi prototype of this best design and then perform a usability test. You will incorporate the results of the test into design changes in your prototype for the next assignment.

Assignment 9

HE Summary

Completed in studio. Aggregate heuristic evaluation findings with studio members who evaluated the same project.

Assignment 7

Heuristic Evaluation (Individual)

You have been hired as a consultant to another group in your studio. They are building a new user interface for their course project, but they would like some outside assistance in finding any problems with their prototype interface. Your CA will send you links to your assigned team's medium-fidelity presentation slides and medium-fidelity prototype and you will conduct a heuristic evaluation.

Assignment 8

High-fi Prototype

You will first revise your UI ideas based on the heuristic evaluation results and then program (code) a running prototype of the design, dealing with the interface constraints of your target platform. Doesn't have to be ready to launch on the app store, but also shouldn't be hard-coded. There are multiple milestones for this assignment. By the final due date, you will turn in a written report describing your project process.

Assignment 10

Poster and Pitch

Learn how to present your work in both visual and oral form to interested parties from industry and across campus. You will present at our industry project fair first in a 30-second "pitch" accompanied by a slide and then in longer form in front of your team poster.