

P2 Commerce through Community

Due Thursday, 25 January

This project is about site-specific observation and tying those observations to design insights through brainstorming. We'll explore a particular location as a way of introducing need-finding and ideation skills. The theme is *commerce through community*, and you'll want to visit a location that addresses this: garage sales, flea markets, a freecycle location... Pay attention to the many distinct user groups and their specific goals (e.g., hosts, sellers, neighbors, professional shoppers, those just looking to entertain themselves). Why do people participate? What are the goals, challenges, barriers, successes, failures, etc.? Your challenge is to go out this weekend and visit some garage sales – or other communal commerce sites – and note the journey people take (finding, shopping, discussing, buying, loading, etc). Interview people about their experiences, both the buyers and sellers and anyone else. Observe everyone! What are the practices and goals of the various participants. How are they different? How are they similar? Can you find and observe any “extreme participants” who can provide deeper design insight?



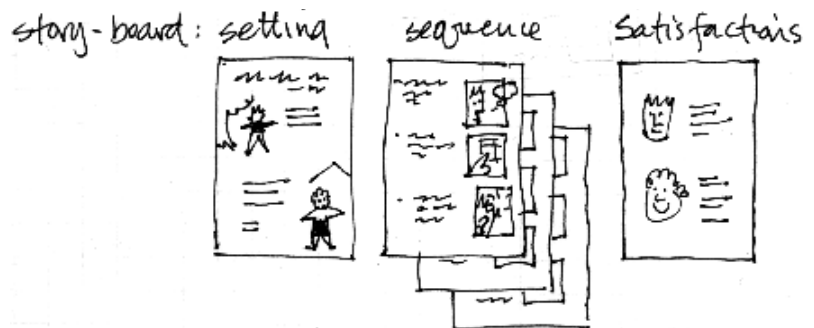
The *skills* we will learn in this project are

Observation Use the contextual inquiry techniques described in the Beyer and Holtzblatt reading. We first spent time observing for P1; this time, we're observing the practices of a community *that's not us*, which means that we must work *more critically and more actively*. Bring your idea log and a camera! Take pictures, write notes, sketch.

Ideation Brainstorm, brainstorm, brainstorm – and get the ideas on paper. Work on getting as much *breadth* as possible.

Storyboarding Flesh out your ideas by *writing scenarios* and *creating storyboards*.

Bodystorming Show how users might interact with your envisioned technology by performing a *skit*. This skit should demonstrate both the *motivation* for your idea and an *interaction scenario*. Integrating pictures, costumes, and props will help.



The project has the following deliverables (see course website for due dates)

Individual brainstorm and observation plan

- Read pages 36-60 of Contextual Design.
- *Make a plan* of what you will do when you are at the garage sale or flea market.
- Brainstorm potential design possibilities. Think about a) the profile of a user (persona) and setting, b) the sequence of interaction, c) the user satisfactions or payoffs. Be ready to present your plan and design ideas to the class.
- We will form groups in class based on common interests.
- After class, meet with your group to plan observation outings.

Observation reports and initial concepts

- During class, meet with your group to review observations.
- *Bodystorm* a variety of scenarios, improvising problems and solutions.

Group storyboard and artifacts

- Develop a storyboard illustrating your group's concepts for urban computing.
- Show preliminary mock-ups of the hardware for your group's design.
- In class, we will begin working on design refinements and preparing the presentation

skit and script.

- In your idea log, continue to track concept development, alternatives explored, design decisions.

Demonstration skit, script, and process presentation

- Present an eight-minute skit illustrating what you found while observing, the use of your new devices, and the process that led you to the design (including other ideas you considered and what you learned).
- Show a set of props or mock-ups of the hardware.
- Turn in a script and/or storyboard that describes the key features of context, users, interaction and hardware.
- In your idea log, *after the presentation*, record a reflection on your own experience working on the project: creative process, team process, design-development process, and what you might do next time.

Grading

10% **Observation plan**

20% **Observation work** evidenced by documentation

30% **Quality** of the design solution: How compellingly does it address an issue that would improve the user experience of some aspect of the market?

20% **Creativity** of the design solution.

20% **Skit**: Independent of the design, *how well* were the observations and design ideas presented?

Other criteria, such as breadth of ideation, will be graded as part of the Idea Log.