

Design Challenge 1: Redesign Engelbart's Demo (Team)

Due:

- **Needfinding due Tuesday, April 7th, in class (1:15 pm)**
- **Demo (5 min presentation) due Thursday, April 9th, in class (1: 15 pm)**

Overview

In this assignment you will use the empathy work methodology to learn more about your users' needs. You will gather interview data, and the data will form the basis for a **point of view**, which you will use in designing your Demo. But more importantly you will also start to **learn to identify user needs and design solutions addressing those needs in your team, and communicate** your design ideas in your team and beyond.

Requirements

1. Interview at least **5 users** (no classmates) using the needfinding methodology, as explained in the Needfinding + Interview reading pp. 1, 9,10 & 15 in BootCamp BootLeg at <http://bit.ly/dthink15>.
2. You can do all the interviews at the Demo show, or, you can do *some* of them somewhere else.
3. All team members must participate in needfinding. Remember the interview guidelines. **Take pictures!**
4. Unpack the needfinding results by using the instructions. **Come with the unpacked materials and pictures to class on Tuesday, April 7th.**
5. **In class on the 7th, we will develop point of views, get feedback and start generating solutions.**
6. You'll finalize your Demo as homework and show it at the class on the Thursday, April 9th.

Presentation

On April 9th, each team will present their Demo to the entire class. Based on the feedback, the Demos will be iterated upon, and the new versions will be turned in as recorded videos.

Instructions for interviews

- Do at least 5 interviews in total/team.
- Do at least two short (10-15 mins) interviews at the Demo Show with people who know about Douglas Engelbart and the Demo.
- Do at least three short (10-15 mins) interviews with people who don't know Engelbart, either at the Demo show or somewhere else.

Instructions for unpacking the interviews

Unpack the interviews into the following four categories:

SAY: What are some quotes and defining words your interviewee said?

DO: What actions and behaviors did you notice?

THINK: What might your interviewee be thinking? What does this tell you about his or her beliefs?

FEEL: What emotions might your subject be feeling?

Organize these categories into a matrix, so that the 'Say' category is on the left upper corner, the 'Do' is on the left bottom corner, the 'Think' is on the upper right corner, and the 'Feel' is on the right bottom corner. Bring the matrix to the class on Tuesday.

CS377E Spring 2015: Assignment 1

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Grading Criteria

- Needfinding 40 pts
- Point of view 30 pts
- Application (the Demo) 30 pts