

Needfinding Plan for Project Design (Team)

Due:

- **Plan is due by Friday, April 17th at 11:59 PM**

Overview

In this assignment you will develop a plan for the first needfinding round for the your quarter-long team project. You will present your initial plan at the end of class on Thursday, April 16th. You will revise the plan based on the feedback you will receive at the class, and submit the revised plan **by midnight Friday, April 17th**.

Requirements

1. Make a plan to interview **at least 6 people** related to the problem domain you have identified with your team. The plan document should be written as a Google, PowerPoint, or KeyNote **Presentation**.
2. The interviewees can be both potential end users and domain experts. The interviews can vary from short interviews, e.g. 20 minutes to long interviews, e.g. 60 minutes.
3. Tell in your plan
 - a. What your domain of interest is (describe as well as you can while also including images from your brainstorming, concept map, and prioritization table).
 - b. Who you will interview, why you chose them, and where and when the interview will take place.
 - c. What questions you'll ask or an outline of areas of inquiry you intend to probe.
4. Plan to do **at least 3 interviews by Tuesday**, April 21st, and a **total of 6 interviews by Thursday** the 23rd of April. You will present a subset of your results and an initial empathy map on Tuesday, April 21st and revise these results for class on Thursday, April 23rd.

Presentation

Create a Google Drive subfolder for your new team, and another subfolder with a title 'Needfinding Plan'. Submit your needfinding plan presentation to that folder by midnight, Friday April 17th.

Note: You will most likely revise your plan as you go. The early interviews will guide the follow-up interviews. When the plan changes, just revise the plan and save it as a NeedFinding Plan v2, v3, etc. to the Drive folder.

Grading Criteria

- User group identification (diversity, innovativeness, appropriateness) (20 points)
- Reasoning for choices (20 points)
- Planned questions/areas of inquiry (20 points)
- Level of ambition (20 points)
- Images from brainstorming/concept-map and description of problem domain (10 points)
- Details in the plan (10 points)