

I Wish Zoom Did This!

Overview

This assignment investigates the learning experiences art and design students encounter using the Zoom platform. Your mission is to enhance the learning of you and your fellow students while attending classes remotely via zoom. What is missing? What do you wish you could do differently using this tool? Your project will offer features and necessary improvements in one of four contexts of the application: 1) Text & Nonverbal Communication, 2) Video Calls, 3) Screen Sharing, and 4) Special Features.

Project Contexts

- 1** Text and Nonverbal Communication (Chat, Profile Pic + info, Reactions, Name Labels)
- 2** Video Calls (Grid of faces, viewing modes, breakout rooms)
- 3** Screen Sharing (types of windows, devices, external cameras)
- 4** Special Features (virtual backgrounds, recording, host vs participant roles)

Project Objectives

This project targets several course objectives. Successful completion of this project will require you to:

- consider interface design from a user-centered point of view.
- utilize various modes of representing, displaying and mapping information structures into complex narratives.
- choose an appropriate format and medium for clear communication.
- apply motion and interactivity as tools to clarify information.
- develop competent critical language in analyzing and evaluating complex, interactive informational structures.

Process

In the design process:

- **research** what's being used now? who's using it? how effective/easy to use is it?
- **identify** a very specific area for which you will propose a solution.
- **interview** students, to uncover their pain points
- **explore** fields that are doing this well online (gaming, media, etc)
- **develop** specific user (student) personas and scenarios relevant to your content.
- **design** procedural prototype (wireframes) then an interactive prototype for screen.
- **design** visual components of look and feel.
- ***user-test** the prototype (applying *user scenarios)

Deliverables

- + Clear development of a story or concept that is supported by your analysis of the Zoom context
- + A well-designed series of visual materials that express this story to a general audience.
- + An animated interactive browsing interface
- + A video with narration walking through your narrative and interface. 1-3 minute video explaining your happy path
- + A process component (delivered as pdf). A multi page book that shows your process (research, sketches, wireframes, personas, journey maps, happy path, screen iterations, final screens)
- + Other requirements - A title page, Clickable table of contents, Scanned documentation of weekly progress on project. In other words there should be a section for each week with documentation of process

Evaluation

This project will be evaluated according to the following criteria:

- 1 Depth of group presentation
- 2 Visualization of the interface enhancements
- 3 Quality of story or concept expressed
- 4 Visual presentation of the story in an engaging way
- 5 Depth of solution of interface prototype
- 6 Quality of user experience in the zoom brand or re-brand

Schedule

Oct 22 Kick off project, meet in bucket groups, build presentation

Homework:

Dive into the product in the groups to audit your bucket in class, outside of class meet with the other groups to combine what you see in the interface. Create a Google Slides presentation.

Read: [About Face](#) ch 2: Design Research

In-class

8:30 - 10:00 Meet all 4 sections and go over next project. MEET IN FISH's ROOM

10:00-10:30 Break

10:30 - 12:00 Meet in your own class and find examples of your selected topic within Zoom.

Identify all the features in your topic

Identify the current flow(s) of the feature(s), take screenshots

Identify pain points

12:00 - 1:00 Meet as a full class and break out into 4 groups by subject and share findings.

[KATIE](#) Text and Nonverbal Communication (Chat, Profile Pic + info, Reactions, Name Labels)

[MARTHA](#) Video Calls (Grid of faces, viewing modes, breakout rooms)

[FISH](#) Screen Sharing (types of windows, devices, external cameras)

[RYAN](#) Special Features (virtual backgrounds, recording, host vs participant roles)

Homework:

Individual Presentations

- 1 Identify your 1 problem
- 2 Show us your research
 - How does it currently work? (include flows)
 - What is missing?
 - What are the pain points?
 - What are other platforms doing?
- 3 Identify 5 potential solutions

Oct 29 Due: Presentation - (Individual) Identify 1 problem and 5 potential solutions

Schedule

8:30 - 10:00 Meet in your group: for presentations

[KATIE](#) (text & nonverbal) alexis higgins, maria salem, Molly Chan, Hannah Williams, Sara Aube, Jack Ross, Hannah Nguyen, Haylee Cooper, Mao Otsuki, Grayce, Skye Decato, Ashley Marchetti, Emma de Suyro, Meghan Yip, Lucy Glover, Daniel Grieco, Jameson Noonan

[MARTHA](#) (video) kerry blanchard, Olivia Matheson, Finnie Mao, CJ Ray, Emily Manson, Emma Trinanes, Jean Paul, An Nguyen, Olivia, Beth, Caitlyn Carr, Katherine Martinez, Abigail Edholm, Jo Ahola

[FISH](#) (screen sharing) Nathan Madidisi, Laryssa Tervail, Lindsey Adams, Emma Tedeschi, Calvin LaPlatne, Nhi Nguyen, Lauren, Kade, Jacqueline Carbone, Kristen Nguyen, Isaiah Martins, Ryan Vail

[RYAN](#) (special features) emma sheedy, Chloe Allard, Danielle Borelli, Hannah Briggs, Saleenah Saint Louis, Emily Chen, Tanya Andreeva, Zoe So, Tulika, Emily Chau, Sarah Lau, Sam Phipps, Emma Spaulding, Griffin Miller

10:00-10:30 Break

10:30 - 11:30 All Classes Exercise: Concept Refinement & Art School Archetypes in [FISH](#)'s Room
Intro to homework

11:30 - 1:00 Back to your group to share (where you started this morning)

Homework

3X User Personas - **DESIGN** 3 user personas based on your in class work.

1 time based student, 1 design based student, 1 fine art student

3X User Stories + Happy Path - write a user story and happy path for each of your 3 personas

1X Wireframes - Wireframe out 1 full user happy path by hand (detailed!). 12 or more.

Nov 5 Due: User Personas, User Stories & Wireframes

8:30-9:45 Individual Classrooms for attendance, chat, etc.
Students cut, paste and move their wireframes into Figma & make them clickable

9:45 - 10:45 [RYAN](#) talks about [remote user testing](#) + introduces the user testing workshop.
Students turn their user stories into a list of tasks for user testing

10:45 - 11:15 Break

11:15-12:15 [User Testing Workshop](#) in our original sections

12:15-1:00 Meet as a whole class to review homework +
Students put their designs in the template and give/get fellow student's feedback

Homework:

1. **High Fidelity Second Draft Wireframes** (approx. 12) for all screens (by hand only!) - scanned and placed in figma prototype
2. Start your digital, final, UI (designs) pick your two more complicated interface screens add your final visual design
3. Create a style guide
4. List takeaways from your user testing to your process book under week 2

Nov 12 Due: First Draft Interface screens

8:30–9:30 Full class in: [KATIE](#) demos [Figma Feedback Template](#)

9:30–10:30 Break into topic groups. Feedback in Figma Template, 2 groups

[KATIE](#) (text & nonverbal) alexis higgins, maria salem, Molly Chan, Hannah Williams, Sara Aube, Jack Ross, Hannah Nguyen, Haylee Cooper, Mao Otsuki, Grayce, Skye Decato, Ashley Marchetti, Emma de Suyro, Meghan Yip, Lucy Glover, Daniel Grieco, Jameson Noonan

[MARTHA](#) (video) kerry blanchard, Olivia Matheson, Finnie Mao, CJ Ray, Emily Manson, Emma Trinanes, Jean Paul, An Nguyen, Olivia, Beth, Caitlyn Carr, Katherine Martinez, Abigail Edholm, Jo Ahola

[FISH](#) (screen sharing) Nathan Madidisi, Laryssa Tervail, Lindsey Adams, Emma Tedeschi, Calvin LaPlatne, Nhi Nguyen, Lauren, Kade, Jacqueline Carbone, Kristen Nguyen, Isaiah Martins, Ryan Vail

[RYAN](#) (special features) emma sheedy, Chloe Allard, Danielle Borelli, Hannah Briggs, Saleenah Saint Louis, Emily Chen, Tanya Andreeva, Zoe So, Tulika, Emily Chau, Sarah Lau, Sam Phipps, Emma Spaulding, Griffin Miller

10:30–11 Break

11–12 Break into small groups to conduct user testing with the new wireframes.

12:15–1pm Review Homework together in [KATIE](#) 's room

Homework

- Summary of feedback from figma template exercise (and user testing if completed) in your process book
- **High Fidelity First Draft Visual Design of all screens** (approx. 12) in figma prototype
- Revised style guide to reflect any changes
- Write a draft script for your user-story (make it very clear, is there a beginning middle and end?, who is the user? And what is their problem? How are you helping them)

Nov 19 Rough Video Walkthrough

In class

8:30-9:00 Individual Classrooms for attendance, chat, etc.

9:00-10:00 **Full class in:** Motion Talk [Martha](#)
Review Homework

10:00-10:30 Break

10:30-1:00 Back to your own rooms for crits

Homework Due *(Due Dec 3rd)*

First draft of video and process book

Thanksgiving NO CLASS

Dec 3 1st Draft of Video & Process Book

In class

8:30-9:30 **Full class in** [Martha's Room](#) : What to show from IA1 at reviews + Q&A

9:30-1:00 Back to your own rooms for small group crits.

Homework

Final Video & Process Book due

Dec 10 Final Due (video + processbook)