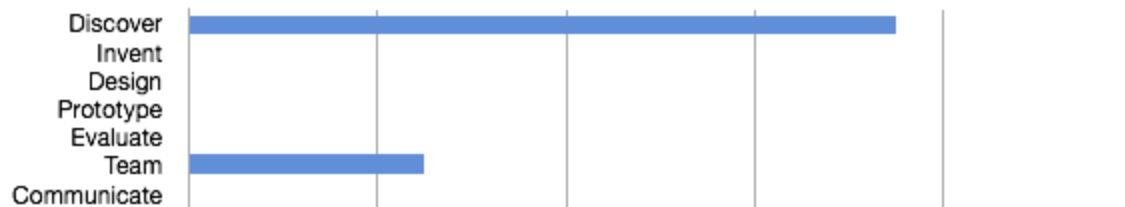


# Assignment 6: Initial Ideas For Project 2

Submit as a team

## Learning objectives addressed



## Relevant course material

Build on your course experience so far to select a project that is likely to address a **valuable need of people different than yourselves**. Lectures on creativity are likely to be relevant.

## Assignment

**Summary:** Set up a team contract with your new team. Then find at least two candidate problem areas in which you may want to do your final project.

**Context:** You will be working on your final projects for the rest of the semester. You will do needfinding, product concept development, design, testing, then you will implement an interactive prototype (as a mobile web app most likely) and test it some more.

Here's the approximate timeline for Project 2:

Hw 6: Ideas

Hw 7: Needfinding (**you will need access to your target population**)

Hw 8: Concept development (**you will need access to your target population**)

Hw 9: UI draft, Pitches to external evaluators (details are being revised)

Hw 10: Skeleton of the code and draft of visual design

Hw 11: Implementation of the functionality

Hw 12: Implementation -- getting interactive prototype ready for testing

Hw 13: Usability testing of the interactive prototypes (**you will need access to your target population**)

Hw 14: Final prototype; in-class presentations; poster presentations at the SEAS Design Fair

## Part 1: Get going as a team

- ☐ What is your team name?

- ❑ Develop a team contract. Use the same [template](#) as you did for Project 1. **One change:** this time you have to include the answer to question 1 (“What do you want to get out of Project 2?”) in the write up you share with us.

## Part 2: Develop a sense of direction for your final project

**Task and deliverables:** Your goal is to **find at least TWO problem areas** (not solutions!) that are likely to provide opportunities for impactful products. For **each** direction, provide:

- A **description** of the problem area
- A one-sentence **mission statement**
- The **population(s)** you wish to target
- Design **inspirations** (examples of specific questions or problems, statistics)
- **Major products/solutions already targeting this problem area** (that’s your competitive analysis); aim for about half a dozen of diverse examples that show the true extent to which this problem area has been addressed by others. Keep your eyes open for non-mobile or non-technology solutions that exist in that space. For each, explain briefly what specific problem the product addresses and how. Feel free to include screenshots or other illustrations if this helps to explain the product.

Take the time to discuss this as a team. Do online searches, talk to people. Next week you will do needfinding and develop a design brief based on what you learn from your informants. This week, you just want to identify a valuable problem area.

### Two constraints on problem selection:

**1. You cannot work on the problem from project 1.**

**2. Your target population cannot be college students.** It is okay if you want to build something that college students will also find useful, but they cannot be your primary target users. We want to make sure that--through the final project--you will make a serious attempt to see the world through the eyes of somebody different than yourselves. However, we want to keep it realistic: **make sure that you target a population that you have easy access to.** You will need access to a small number of people from your target population at least twice: during needfinding (next week’s assignment) and during the final evaluation (Assignment 13). This does **not** mean you have to select demographics that you have access to on a daily basis--i.e. tourists or professors. Instead, it means that you could, and are encouraged to, reach out to more niche populations in the world around you that are accessible given a little bit of effort.

*Note: Please do not pick “young professionals” as your target population. Young professionals == people like you in a couple years. Designing for Harvard profs, house deans, etc., barely meets the spirit of the Project. Try harder.*

**Examples of mission statements and design inspirations from prior years:**

#### **Problem Area: Behavioral Change**

**Description of the Problem Area:** Change is hard. Sometimes we lack information. Other times, our routines and habits are really persistent, even if we wish they weren’t. Can mobile technology help people and communities change their behavior to meet their goals? Mobile phones can help by providing information. By reminding us. And by connecting us with others. The best way to exercise? Meet a friend. Change might mean exercising more, eating healthier,

*or helping make a more sustainable planet. Or it might mean becoming a better chess player, carving out time to read, or remembering to see the world from a new perspective.*

**Mission:** *Use the power of mobile technology to facilitate personal or social behavior change.*

**Design Inspiration and specific problems in the area:**

*Can mobile technology provide a window onto the environmental and labor practices behind products? Or steer people toward decisions that align with their values?*

*How might mobile technology help people make sustainable decisions? Like buying local food, using less energy, avoiding cars, and reusing rather than buying new?*

*What's the most effective way to join people together to help a cause?*

*How do people kick undesired habits and build desired ones? Could your mobile phone incentivize healthy eating, exercise, doctor visits, a good night's sleep?*

*Can we help communities help coordinate better? Like plan a block party, advertise tag sales, or carpool for commuting and errands?*

*How might mobiles improve the experience of volunteering?*

**Problem Area: Food**

**Description of the Problem Area:** *Food is our fuel, fun, and obsession. Tastes, cooking techniques, and restaurants have all changed over the last few centuries, but the relationship between food and technology has remained a distant one. Our mobile devices are currently viewed as distractions to the act of eating. They ring at inappropriate times. They beg us to text friends during an intimate dinner. They disturb other restaurant-goers. And they do nothing to improve something we do multiple times daily: eat. The potential for a richer (more delicious?) interaction between food and technology is ripe.*

**Mission:** *Redesign the eating experience through application of an appropriate mobile technology.*

**Design Inspiration and specific problems in the area:**

*How can mobiles help us learn more about what we're eating?*

*How can mobiles eliminate the loneliness of eating alone?*

*How can mobiles give us a sense of our eating history?*

*How can mobile technology help encourage a diet of more sustainable foods?*

*How can mobile technology let us share our food with those less fortunate than us?*

*How can mobiles improve the experience of eating at a restaurant with other people nearby?*

*What if mobile technology could help our campus eat more sustainable meals?*

## Submit (as a team)

- ☐ Team name
- ☐ Team contract
- ☐ Submit descriptions of at least two problem areas; for each include:
  - ☐ A description of the problem area

- ☐ A one sentence mission statement
- ☐ The population(s) you wish to target
- ☐ Design inspirations/examples of specific questions or problems
- ☐ Major products/solutions already targeting this problem area

## In studio

In studio, each team will have 10 minutes - 5 minutes to present 2-3 problem areas and the remaining 5 minutes to get feedback. For each team, do a vote on which of their problem areas is most likely to lead to a fantastic final project. It's not binding in any way, but might be informative.

### Next week

You will pick one of your problem areas and you will do needfinding to identify specific problems and opportunities to address in your final project.

### Evaluation criteria & Grading rubric

Guiding questions	Adequacy	Proficiency
<p style="text-align: center;"><b>Process-related criteria</b></p> <p style="text-align: center;">In order not to stifle your creativity, in most assignments the grading will focus on whether or not you made a good use of the design <i>process</i>.</p>		
<b>Team name.</b> Did you submit it? (5 pts)	n/a	Yes!
<b>Team contract.</b> Have you created a team contract? (10 pts)	Team contract exists, but it is sloppy, incomplete or hard to read (5 pts)	A clear, complete and signed team contract has been submitted.
<b>Problem areas &amp; inspirations.</b> Do the descriptions of problem areas and the inspirations paint a clear picture of a broad problem area showing why it's important and interesting? (15 pts)	The descriptions of problem areas and the inspirations paint a picture that is either confusing or too specific (7 pts)	The descriptions of problem areas and the inspirations paint a broad but clear picture of an important and interesting problem area
<b>Mission statement.</b> For each problem area, did you provide your mission statement? Does it clearly articulate a goal? Is it broad enough to allow for a variety of possible solutions? (10 pts)	Mission statement is either too vague, or presumes a specific solution (5 pts)	The mission statement has a clear goal and admits a breadth of possible solutions
<b>Competitive landscape.</b> For each problem area did you explore the competitive landscape? Did you identify a broad range of diverse products that represent a variety of approaches and points of view? (15 pts)	Product examples exist, but they are all of similar types while other types of products in the space are clearly missing (7 pts)	Product examples clearly illustrate the diversity of approaches taken by others who had considered this problem area
<b>Target populations.</b> Did you specify your target populations? Do they include people different from yourselves? Are they appropriate? Will you have realistic access to them? (10 points)	Target population is specified, but there are concerns that you won't have access to them or that they are too much like yourselves (5 pts)	Appropriate and realistic target populations
<b>Presentation.</b> Is your report clearly organized and succinct? Is the file size reasonable?	Reasonably organized document, but could be clearer and/or more succinct.	Clearly organized and succinct document.

(10 pts)	(5 pts)	
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### **Collaboration Policy**

Do the work as a team. You can seek advice and feedback from others, but the actual work has to be performed by the team members. Acknowledge any external feedback in writing.

### **Regrade Policy**

It is very important to us that all assignments are properly graded. If you believe there is an error in your assignment grading, please submit an explanation in writing to your studio leader (and Cc the instructor) within 7 days of receiving the grade. No regrade requests will be accepted orally, and no regrade requests will be accepted more than 7 days after receipt of the assignment.