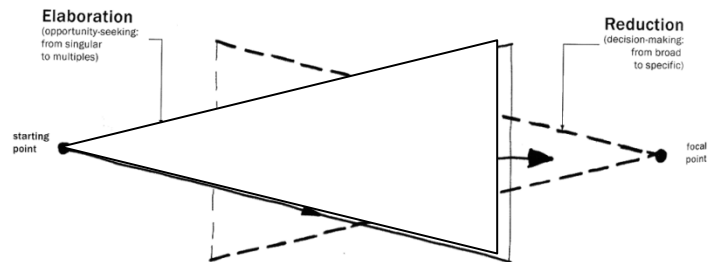


PROJECT 1: GETTING THE RIGHT DESIGN

Part Two

Bill Buxton describes the design process first as “getting the right design” (choosing the best idea among many) and then “getting the design right” (iterating on your idea until it works).¹ You and your team are now faced with the challenging prospect of choosing which idea to pursue.



Brainstorm – 30 minutes

In your team, choose a brainstorming moderator who will guide the brainstorming session, and a recorder who will capture thoughts and ideas onto a whiteboard or piece of paper. Share all five of your ideas with your team, and get them on the group paper. Keep a fairly strict time limit on this, so nobody accidentally monopolizes the floor. Once everybody’s shared, start a general brainstorming discussion to synthesize new ideas based on those your team presented. By the end of the session, your team should choose one idea to present to the class. The only requirements are that it must involve interactive technology and be tractable to prototype in the next phase of the project.

Skit – 15 minutes

Yes, your team will act. Aspiring thespian or not, you may be calmed to learn that the quality of your acting is actually inconsequential here. The idea is to work through one of your ideas via a kind of living storyboard. Generate a usage scenario for the idea your team selected, and create a skit around that scenario to showcase how this new technology will change its users’ lives. You’re doing this on a tight timeline, so act fast – literally.

Homework: The Real Thing

Your group will get together again, recommence the brainstorming process, and decide on an idea to pursue for the Flash prototype. This design does **not** need to be the one you chose for the earlier skit, though it may be the same if you wish. The course staff heartily recommends that you revisit some of your old ideas and generate even more, now that you’ve had some time away from the original brainstorm.

Once you’ve chosen an idea, your team should draw out a *storyboard* describing your idea in a series of comic panels.

Deliverable:

- Storyboard for your chosen idea, either on multiple pages of 8.5”x11” paper or a single large sheet of paper. Due January 8th in class.

¹ Buxton, B. 2007. *Sketching User Experiences*.