TEAM REPORT 2: FORMATIVE ANALYSIS, PROBLEM SPACE, AND CONCEPT

"We're not in Kansas anymore, Toto"

Due: Section 2: Wednesday Mar 3   (in class)
          Section 1: Thursday Mar 4   (in class)

Format: 4 COPIES (more on why later)
          written report, 12pt, single-spaced
          Illustrations, photos and drawings
          Label with team number, member names and ids, and date

By now you should be well on your way to understanding what your users want, need and are capable of. Now we get down to laying out the design space, selecting a concept and sketching out what it will be like. We are asking for a report on your concept and how you got there.

The report should contain:
- ❑ **Design space** Brainstorm many concepts that address the problem space. After you brainstorm aspects of the problem and design space, please represent the problem and design spaces. This should result in a number of alternative concepts.
    - o Show critical dimension s of design space. (Use a morphological box, if appropriate.)
    - o Show at least 3 alternative designs
- ❑ **Formative Evaluation and Concept selection** Your report should explain why you picked this concept
    - o Create a concept selection matrix. The matrix should show requirements on one axis and the alternative designs on the other.
    - o Carry out at least a Wizard of Oz evaluation of your selected concept.
- ❑ **Scenarios** Provide a robust activity design scenario (fig 3.5 in *UE*).
- ❑ **Communicating the information design concept** Use whatever representations such as sketches or marked up photos you think will communicate what you are planning to do. The format might be a comic book or even a video. *This part is very important since you will need it for your presentation the following week and it must communicate well enough for your fellow students to give you feedback on it!*

Grading: we are looking for evidence that your team's choice of project concept really tries to respond to the needs, wants and abilities of your user population; that your team explored the problem and design space; and that the formative analysis shows you understand the ideas in the book. We need to see some evidence that your team really brainstormed and performed the Wizard of Oz evaluation.

Feedback: we are asking for 4 copies of your report. They will be distributed to 3 of your classmates for review. (That will be individual homework 4.) We will ask you to respond to the feedback by revising your concept (or arguing that the feedback is misguided.) No doubt, some feedback may be in conflict.

BTW: Please save the feedback reports you receive! You will need to turn them in with your final project.

Value: the report is worth 25% of the Team Project grade.

Next step: In the week following Spring break, each team will give a 5 minute in-class presentation. It should reflect the scenario and concept in this report.