

Ideation & Sketching

INFO 360 A

User-Centered Design

By this point of the project, you should have a good understanding of the users for whom you are designing and their needs. You should now be thinking about ways that you can design or redesign technology to meet the needs of those users. As we have been learning in class, sketching is an important component of the design process. For this assignment, you will begin thinking about ways design might be able to address the needs you found during your user research stage.

What to do?

Conduct at least one brainstorming ideation session (there will be lab time for this dedicated to this on April 27th) where your team meets in the same location to brainstorm and sketch as many ideas as possible that could meet your users needs. Have your personas and your design requirements handy when you do the brainstorming session as a source of inspiration. You should plan on generating **at least 4 sketches per member of the team** (e.g., 20 sketches for a team of 5). Each sketch should represent 1 distinct idea on a single sheet of paper, either as a whole system, or as a part of a system. The neatness and quality of the sketch is not important, as long as the idea is clearly conveyed to others on the team. Ideas can range from mundane and practical to far out and crazy. Feel free to build off of each others' ideas as well during the brainstorming process.

Once you have exhausted all of your ideas, you must then critique and filter the sketches. Either immediately after or during a separate meeting, you should, as a team, go through the sketches one-by-one and discuss the strengths, weaknesses, feasibility, and originality of each of the ideas (similar to how we did this in class). Then, sort the sketches into piles using affinity diagramming to group ideas that go together. Then rank the piles based from the most promising to least promising according to the criteria listed above. By the end of the critique session, you should have chosen the 3 most promising ideas. For each of these three ideas, re-sketch the idea more neatly (and perhaps with more details and annotations) and write a short statement (1-2 paragraphs) explaining the idea, its strengths and weaknesses, and why it is more promising than the others with regard to feasibility and originality. Your justification should state why the ideas meet the needs of your users you identified in P1.

What to hand in?

- Photocopies, scans, or originals of all the sketches generated during the brainstorming session, compiled into a single document (PDF or paper-based in class).
- A document containing the resketches of your 3 most promising ideas and the 1-paragraph written justification. This document should be about 3 pages (1 per sketch – the sketch plus the paragraph) of 12 pt Times, single-spaced, with 1" margins in .docx or .doc format.
- Submit to the "P2" assignment on CollectIt:
<https://catalyst.uw.edu/collectit/dropbox/jkientz/15617>

How will it be graded?

- **4.0 – Outstanding** – The assignment is complete (includes at least 4 sketches per team member and the document declaring your 3 best ideas and justifications) and is of superior quality. The report is well-written, professional, in-depth, and the student is reflective and insightful.
- **3.5 – Great** – The assignment is complete and of high quality. The report is well-written, professional, in-depth, and the student is reflective and insightful.
- **3.0 – Good** – The assignment is complete and of good quality, but the points could be better articulated, be more insightful, or more thorough. Report may contain minor problems with formatting or grammatical errors.
- **2.5 – Satisfactory** – The assignment is mostly complete and of satisfactory quality, but the points could be better articulated, be more insightful, or more thorough. Report may contain problems with formatting or grammatical errors.
- **2.0 or Lower – Unsatisfactory** – The assignment is incomplete or is of lower quality. The points are not well articulated or thorough enough. Report may contain major problems with formatting or grammatical errors.