PROJECT 4

Design and New Media ARTD6166
Launch: Mo 15/11/21
Testing session w/c Mo 06/12/21
Crit: w/c Mo 13/12/21

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WARNING OF GALES

Aim

The aim of this project is to provide opportunities to engage in an individual design challenge at a level of lo-fidelity prototyping - these include wireframing of information architecture and information design and the use of physical paper-based mock ups to test design ideas.

Brief

This project is carried out on an individual basis. You have been engaged to work on the early design stages for a weather app that will run on mobile devices ie smartphone (eg iPhone) or tablet (eg iPad). Initial user research has been carried out and potential target user groups are already ascertained and agreed.

In more formal terms, this project is mostly limited to the Comprehend, Conceptualise and Create phases of the 5C design methodology.

The main design criteria for the app are that it should aim to:

- take full advantage of the affordances of the mobile device;
- be visually innovative;
- show live weather plus short term and longer term forecasts as appropriate;
- complement common activities of the target user group;
- utilise, if possible, existing and emerging display and input technologies to maximise user safety and usability.

Workflow

This project is in two parts. The following workflow is recommended:

Part One
- Carry out an initial PACT analysis on your target users;
- Create one or more personas to represent your target users;
- Sketch ideas for your app based on your personas and secondary research and then decide on the design(s) you will take forward;

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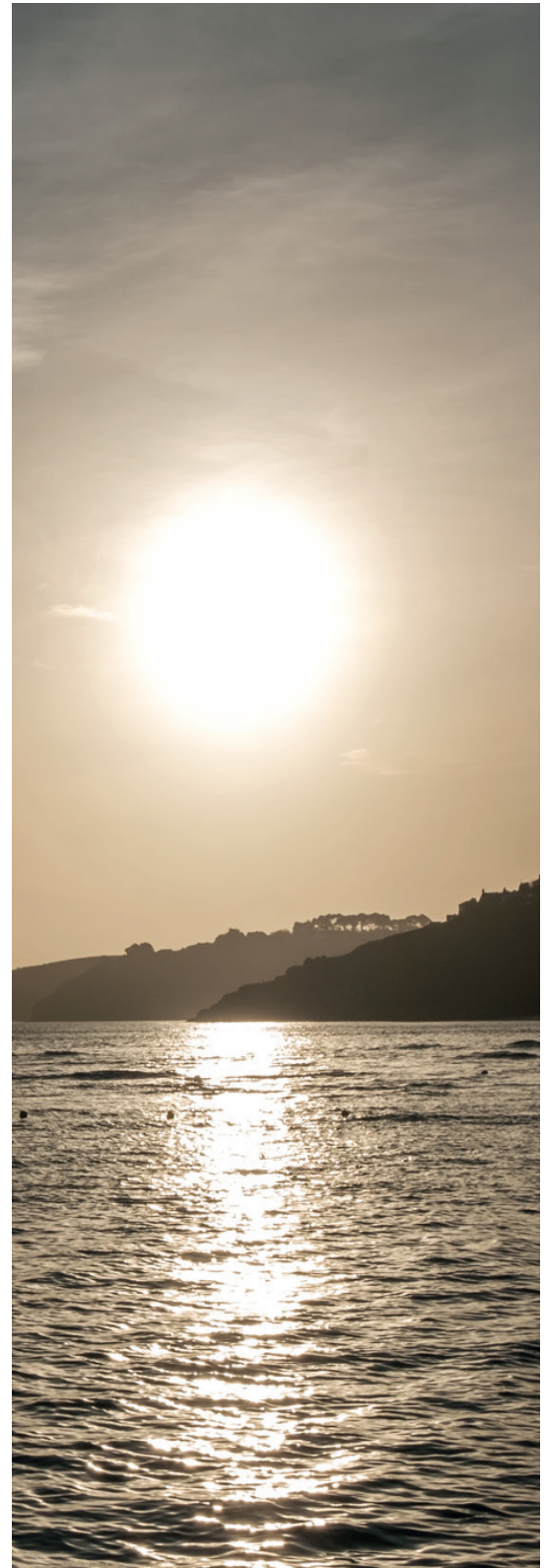
- Make roughly-rough wireframes to try out ideas for the information architecture and information design for your app;
- After experimentation and refinement, create a set of precisely-rough hand-drawn wireframes and concept sketches for your app.

Part two
- Create a physical prototype of your app, based on your wireframes before the testing session in week 10;
- Test your design on other class members - the tutorials in week 10 will be used for this purpose;
- Refine your design and prototype to reflect the test findings.

User groups

For the purposes of this brief, select ONE group only from the predetermined user groups listed below.
- Key Stage 2 (KS2) school children (7-11) - tablet users
- Skiers and other mountain sports enthusiasts - smartphone users
- Cyclists and motorbike riders - smartphone users

You may make informed assumptions about the characteristics of your chosen user group based on your own experiences and you may want to do some further research to test your the assumptions. At the very least, secondary user-research will be useful, eg evaluate existing apps for useful and pointless features.

Outputs

Outputs for this project will include:
- Record of PACT analysis;
- Persona(s) representing target users;
- Wireframes of content and functionality including wire thumbs of the overall structure;
- Prototypes (first and second iterations);
Evidence of user-testing (video? screenshots?);
- Supporting evidence for secondary research and design development.

All outputs for this project should be published on your portfolio website. Photograph or scan physical outputs as appropriate. Also publish a digitised indicative selection from your sketchbooks etc.

Learning outcomes
This project focuses on the following module learning outcomes:
A1/A2 demonstrate knowledge and understanding of the principles of design thinking and interaction design including user-centred design and the concepts relevant to design for new media;
B1 develop and articulate insights gained from a variety of research methods;
B2 analyse complex problems and envision a range of solutions;
C1 communicate the process and outcomes of design activities;

Academic Integrity:

It is important that the work you submit for assessment is your own and does not include material that has been submitted for previous modules. Any third party elements must be clearly cited. For detailed guidance about plagiarism and the broader Academic Integrity policy of the University of Southampton please refer to the document: Academic Integrity Guidance for Students.

Health & Safety
It is of utmost importance that you do not, at any time, breech any local or national laws or any emergency rules in place regarding the C19 virus.

In conducting this project, you should always operate in such a way as to ensure your personal safety and security as well as being mindful of your impact on others. You are advised to travel with a friend, preferably in daylight hours, and to take particular care using and carrying equipment such as cameras, as these are obvious targets for thieves. Carry your UoS ID and always approach interviewees by informing them that you are carrying out a university-based assessment task. Avoid talking directly to children without parental/teacher permission. If you plan to photograph people or property, ask permission before taking any pictures.

Formative feedback
You will receive formative assessment throughout the project in the form of discussion and feedback in tutorials and the final crit.