

Bulletin 10

CONCEPT DEVELOPMENT BRIEF

For the Concept Development crit each team must have posted on the Lab 1 work-in-progress site, in the category 'Concept Development', at least:

- Answers to questions 1–10 below (but not 0)
- A scenario of use (indicating typical users and the context in which they might use your design)
- A sketch screen-by-screen 'walkthrough' of significant parts of the interface sequence.

Presentation at the crit will be from the work-in-progress site.

For last year's posts for this phase, see www.interaction-venice.com/courses/07-08Lab1 (un: me, pw: friend) in the category 'Design Development'.

The following 'project focusing' questions aim to focus your decisions about *what* you are going to design, *for whom*, and *why*. Prepare answers as soon as possible. It is OK if your answers change as your design progresses. But at every phase be clear about your current aims and assumptions.

- 0 **Your personal motives** *Why are you designing this?* For the benefit of humanity, or at least part of it? For the approval of friends and relatives? For the approval of your peers: other designers, other students? To become famous? To become rich (or less poor)? For good marks in an exam? For the satisfaction of achieving a difficult task? For the satisfaction of designing something beautiful? Any other motives? Rank these motives in order of importance for you. This ranking will affect what and how you design. But never post them or reveal them at the crit.
- 1 **Aims** *What are you designing?* 'An interactive system, accessed by mobile phone, which ...'
Who is it for? E.g: 'Visitors to Venice in wheelchairs'
What does it do for them? E.g: 'It welcomes them to Venice by ...'
- 2 **Brand name** *What brand name might express your design and its aim?* A name, perhaps provisional, focuses your energy and indicates your design's aim and character.
- 3 **Function** *What practical actions will your design allow users to do?* E.g: 'Users can discover which hotels ...'
- 4 **Mood** *What emotional mood do you want your design to produce in your users?*
- 5 **Users** *Who are the likely users?* Age group? Educational level? Linguistic competence? Physical abilities? Familiarity with technological devices and systems? Other relevant characteristics?
What is their probable attitude towards any new design? Resentful? Enthusiastic?
- 6 **Other stakeholders** *Who are the other stakeholders? How are their interests affected by your design?* The project's stakeholders are everyone whose interests are affected by your design. These include you, usually your client (the company or public agency, say, who pays you), and the users of your design (usually not your client but possibly customers of your client). But many other people may be affected: sometimes as individuals or authorities, sometimes as large classes of humanity, living or still unborn.
- 7 **Contexts of use** *What hardware will your users probably have?*
In what contexts will your users use your design? At home? In the street? Driving? In the dark? In bright sunshine? Exposed to rain and cold?
- 8 **Implementation** *What is the central design challenge posed by this problem?*
What is the central technical challenge?
- 9 **Areas of ignorance** *What don't you know?* In order to progress your design, what else must you discover about users, context, technology, etc.
- 10 **Criteria for success** *What are your most important criteria?* Assuming that no design perfectly satisfies every criterion, how will you and other people know your final design has satisfied the criteria most important to you?