Final Project

Due: Tuesday 5/14 @ 11:59pm on Courseworks.
We cannot accept the final project more than 30 minutes late.
Please note that it sometimes takes a while to upload large files to Courseworks.

What to turn in:
- Your write up in PDF called *firstname_lastname_*writeup.pdf
- A narrated video called *firstname_lastname_*video.pdf
- A zip file of your code and media assets called *firstname_lastname_*code.pdf

To include in your write up:
1. **Idea**: Restate the idea you are working on for your final project.
   a. Who is the person this will benefit?
   b. What media will they interact with?
   c. What interaction will they have?
   d. What goal will they achieve? (This goal must be more than just searching data)
   e. What will they see in order to know that their goal is achieved within the site?

2. **Persona**. An example of a target user who will benefit from your app.
   a. Give them a name, age, occupation, location, specific problem, level of familiar with the domain, and anything else to motivate why they want to use this application.
   Note: If your app does X, you can't simply say "a person who wants to do X" – you have to give them a background and a reason why they want to do X.
   b. What aspect of the goal they want is the primary difficultly? Why?

3. **Navigation**: For the goal, what are the states the user will see. There should be about 5 unique states. For each state report the following:
   a. **Screenshot**: Show a screenshot of that state from your computer prototype.
   b. **State:** What is the subgoal of this state?
   c. **Options**: What options does the user have?
   d. **Transitions**: How do they transition?

4. **Visual information design:** For EACH of the 5 states, iterate on the visual information design of this state:
   a. **Conceptual groupings:**
      i. What are the conceptual groupings the user should see, and in what order? (show a screenshot with the groups labeled and numbered)
      ii. Which two of the following "tools" did you use to visually indicate the groups and their order? Location, whitespace, size, images.
      iii. Show an annotated screenshot with your use of these "tools."
   b. For **group 1**,
      i. What is the most important bit of information within that group?

ii. Which two of the following "tools" did you use to visually indicate it? (location, whitespace, size, images, contrast, color)

iii. Show an annotate screenshot with your use of these "tools"

c. For **group 2**, what is the most important bit of information within that group?

i. What is the most important bit of information within that group?

ii. Which two of the following "tools" did you use to visually indicate it? (location, whitespace, size, images, contrast, color)

iii. Show an annotate screenshot with your use of these "tools"

d. For **group 3**, what is the most important bit of information within that group?

i. What is the most important bit of information within that group?

ii. Which two of the following "tools" did you use to visually indicate it? (location, whitespace, size, images, contrast, color)

iii. Show an annotate screenshot with your use of these "tools".

5. **Video**: Submit a video of your website where the persona you described meets their goal.

a. As they complete their goal, show the user making some kind of **error**, recovering from that error based on **feedback** and then completing the **goal**.

b. **Narrate** the video to tell us what the user is thinking and doing.

c. Although the persona is not real, the persona, the actions, and the error should all be realistic and plausible. Don't rush through the app. Have the user complete every step at a realistic pace. Err on the side of showing us too much rather than too little.

Note: You have turned answers for most of these questions in homeworks. It is fine to reuse your answers from before (you don't have to worry about self-plagiarism). But we do expect to see you iterate on your answers based on our verbal and written feedback. This class is all about learning from feedback. Even if you think some of the feedback is subjective, treat your group leader as the client of your app, where their feedback is the final arbiter, even if it is subjective.

The final project is worth **15 points**. The following is the grading rubric. We will assess your site's merits based on your writeup, your video, and running your code. (We will not look for the quality of your code, just functionality)

- **Interaction:**
  - **(3pts) High-level:**
    - Are the users able to accomplish the goal?
    - Is the persona and goal specific enough to define who the target user is?
  - **(3pts) Mid-level:**
    - **Navigation**:
      - Are there subgoals and interactions that help them accomplish it?
      - Does each state have a clear subgoal, options and transitions?
    - **Feedback:** do users learn from feedback and can they recover from errors?
  - **(3pts) Low-level:**
    - **Widgets**: Are the correct widgets used? (lists/search/hierarchy, autocomplete)
    - **Low level Interaction:** Are they efficient for the user to execute? (target size, number of clicks)
- **(3pts) Technical:**
  - Is there enough media to accomplish the goal?
  - Do the technical elements work?
- **(3pts) Visual Information Design:**
  - Does the interface guide users' attention through the application?
    - **Primary:** Are there appropriate conceptual groupings?
    - **Secondary:** within groupings are the most important things emphasized in two ways (making less important things look de-emphasized)?