HW9: Research and Low-Fi Prototypes

Due Wednesday 8 April 2020 at 4pm NYC time on Courseworks

What to turn in:
- A PDF of User Journey #1
- A PDF of User Journey #2
- A PDF of Competitor Research #1
- A PDF of Competitor Research #2
- A PDF of your Google Slide deck for prototype #1
- A PDF of your Google Slide deck for prototype #2

Pick **two** of your ideas that you would be interested in working on and that a TA has approved.

For both ideas, do the following:

User Journey Map:
1. Check out the Neilson Norman Guide to User Journeys:
   a. https://www.nngroup.com/articles/journey-mapping-101/
2. Find someone in the class who would be a potential target user in that domain or specific need. (Sometimes they don't know they have the specific need, so you have to act about their experience in the domain and steer the conversation towards the specific need you have in mind). What is their name and pronoun?
3. Talk to them for 30 minutes or so about their last experience in that domain in the way we described in class about how to get insight from talking to people.
4. Synthesize what they say into a User Journey Map with stages, thoughts, actions, feelings and thing they said.
   a. Be sure to map out emotional highs and lows through their journey.
5. At the end, conclude with surprises and insights you learned, and say how it might fluence your design.

Competitor Research:
6. Find at least one resource online that teaches this topic or domain. What is that resource?
7. Show us a screenshot.
8. What is something you like about how they teach this?
9. What is something you might improve on?

Create a Google Doc Prototype:
10. The interface should be broken down into 5-10 stages, each with their own slide. Be sure users can navigate through them to achieve their goal.
11. Include at least 10 examples of the media that you will use in that domain. If you can't find media for that domain, you'll have to pick a different idea.
12. Once you create your google slides, print them to PDF to turn them in.
13. You do not have to run the prototype yet.