HW13: Graphic Design and Soft Turn-in

Warm up due Wednesday at 4pm (grace period until 11:59pm)
Main due Monday at 4pm on Courseworks (no grace period – feedback will be given in class)

Note: if your TA feedback meetings are Tuesdays, then you may have slightly different deadlines. Please turn in assignments according to instructions given by your TA.

Warm-up:
1. **Group**. What feedback did you get from your TA? Specifically,
   o What's something good about your technical prototype from HW12?
   o What are the things your TA said you still need to work on with regard to implementing a fully functional technical prototype?
2. **Group**. What base color and accent color are you current thinking of using?
3. **Group**. Job assignments. List the roles you plan to have and the names of the people assigned to them. Below are suggested roles

1. Part 1. Learning portion (including the home page).
   a. Graphic Design
   b. Bug fixing / finishing implementation of functionality
2. Part 2. Quiz portion of the app (including the quiz end page)
   a. Graphic design
   b. Bug fixing / finishing implementation of functionality
3. Integration manager/tester.
   a. In addition to completing the learning and quiz portions separately, somebody should made sure they come together in a seamless experience. Make sure both parts use the same layout, and that the user can click through the entire experience seamlessly.
   b. Make sure the graphic design and main/base colors and used consistently throughout the site.

What to turn in:
- A PDF with the answers to #1, #2 and #3.

Although this work is all being done collectively, everyone in the group must turn in the work individually. (You may turn in identical work)

Main Assignment

The main goal of this assignment is to turn in a full version of your final project video and get TA feedback on it.

It should have:
- Full functionality (with TA feedback from HW 12 included)
- Good information hierarchy on every page
- Good colors used consistently throughout the site.

During your TA feedback session, every team member needs to have the app running on their laptop.

1. **Graphic Design annotations**

For graphic design, we want you to take screenshots and annotate them with your conceptual groups and the most important information in each group (we suggest using Google Sheets in your shared drive).

Conceptual groups should be shown in red circles with red text saying the concept behind each group. The text should have a number that indicated what order the user is intended to see it in:
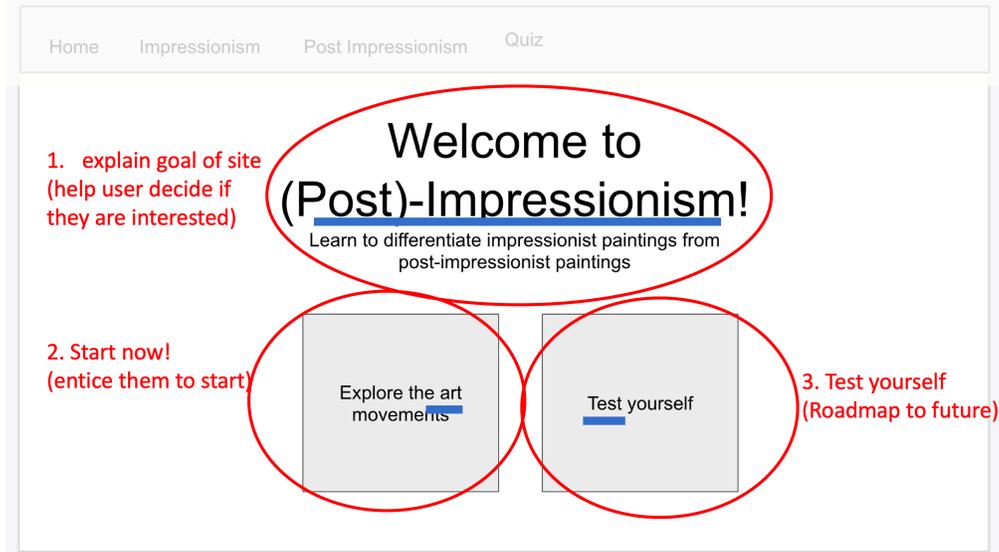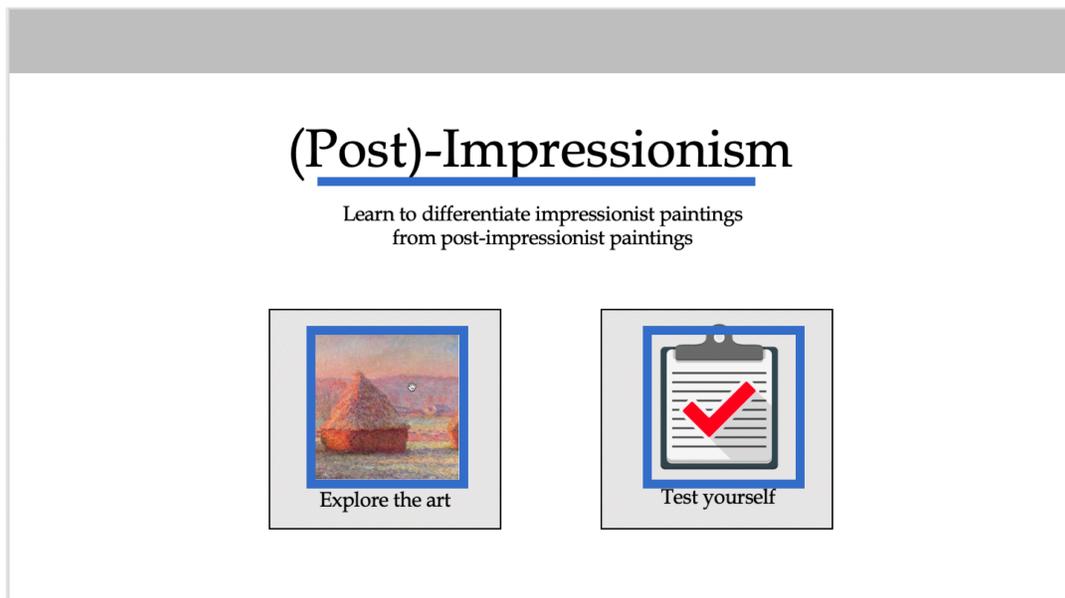
Here are examples from class slides:
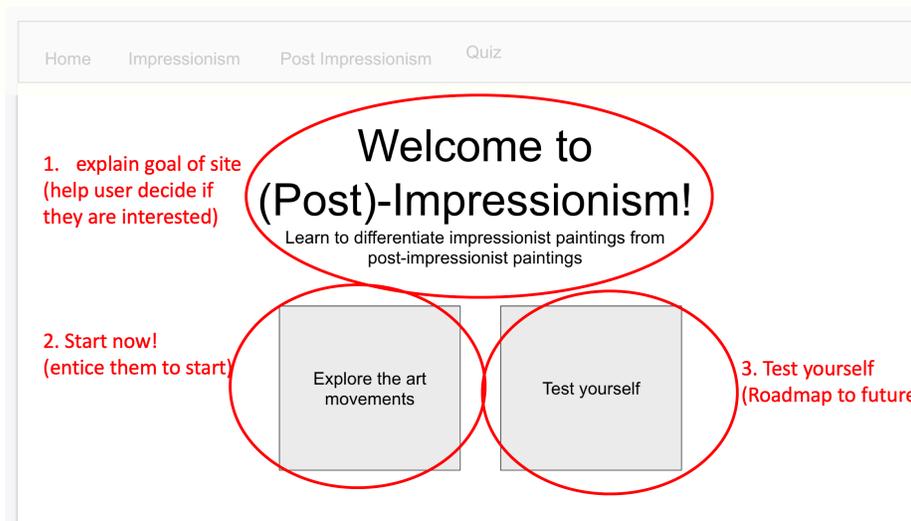
Most important information should be a blue underline or box.
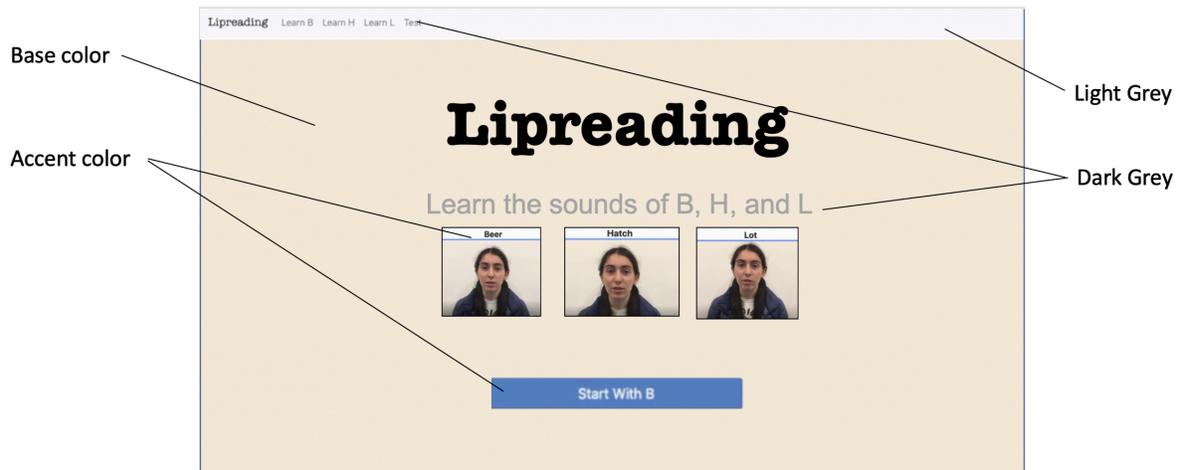
What is the most important information in each group?

Or

Colors should be shown as follows:

Please include base color, accent color (point to multiple places if applicable), light grey and dark grey. If you don't have light and dark greys contact your TA. It might be okay to have only one grey and your TA can confirm, but if you're missing both greys, you probably have some graphic design problems – without use of greys the colors on an interface can get very saturated very quickly. This might be okay, but it might not be. Just ask your TA.

You don't have to do this for every screen. You should do this for the 4-5 most different screens. This probably includes:

1. Home screen
2. One learning screen
3. One quiz screen
4. The final quiz feedback screen
5. (If you have it) A screen that transitions between learning and quiz

For each screen, you may show the red and blue annotations on the same slide if they are readable, but you could also separate them into two slides.

Please separate the color annotations onto a separate slide.

2. Soft turn in.

The final project requires you to turn in an 8-10-minute video where you demonstrate a new user using your application. However, it won't be an actual new user using it, you will simulate the actions, thoughts, and behaviors of a new user. Because the learning experience takes about 10 minutes, the demo will take about 10 minutes.

Overall, your goal is to convince your TA that you have truly build an experience with the user at the center of the process. That means that you must understand the user well enough to explain what they will do, think, and react. It also means you know your application well

enough to know what parts of the learning or quiz people will find difficult and probably get wrong. It's not realistic to think a user learn new material and not stumble over anything.

In class, I showed two examples of think-aloud demos. Neither were perfect, but both were generally good examples. It might help to review them.

Here is a script you should follow.

- **Introduce goal on Home Screen.**
    - Start the video showing the home screen of the app.
    - Introduce the purpose of the app and who the user is.
    - "This is Lipreading. And app that teaches how to recognize the most common and confusing sound when learning to lip read." (this one has a purpose, but doesn't explicit say who the user is, which is okay... it's fairly general)
    - "This is Learning Lighting. An introduction to new photographers learning to place lights." (this one has a purpose and a new user – "new photographers") Still pretty general, but it's good.
- **Demo from user perspective.** Then start using the app exactly as you intend a user to. As you go through every screen, think out loud.
    - Read aloud everything that a real user would read.
    - Think aloud everything a real user would think.
    - Click everything a real user would click.
    - Express the emotions a real user would feel.
    - If you think a real user would make a mistake on the quiz, you can make a simulated mistake on the quiz.
    - You must have at least one point where the user makes a mistake (and recovers from it) in the learning or quiz.
- **Reiterate purpose on home screen.**
    - End the video by going back to the homepage and reiterating the purpose
    - "That's (site name). A site to teach you _____(purpose)_____. "

The video should be 8-10 minutes long. That's about how long it takes a person to do the learning and the quiz. Will we not watch (or grade) the video past the 11-minute mark.

The video is meant to show us what the user does and how they learn, not to tell us what a learner might learn. Thus, please don't add any stupid hyped up jargon like "*We're democratizing lip reading*". You don't need to advertise this to us. The demo will tell us everything we need to know.

Try to have a video that encompasses everything your application should do – this way you'll get the best feedback possible from your TA. Whenever I shoot a video, I plan to do three takes – the first take is just crappy – I stutter, I get lost, I natter on about stupid things, etc. The second take is better – but will often have some bumpy stuff in it. The third take will be smoother and generally get across what I want to say. Not perfect, but no embarrassing flaws.

What to turn in:
- **Group**. A PDF with a list of the responsibilities of each group member. It's okay if this deviated from what you planned in the warm up.
- **Group**. A PDF of your slides with the graph design annotation on them.
- **Group**. An 8-10 min video of your soft turn in. Please provide a YouTube Link.
- **Individual**. A PDF that describe what you did for the project this week. A short paragraph or bullet points is fine. Show images if they help.
  - Show a screen shot of a commit you made to the github repo.