MGA 682 Interaction Design Project

16 ECTS, Fall 2023, 16 weeks

Course overview:

The purpose of the Interaction Design Project course is to build and expand the competences and skills you have gained throughout the programme by developing an interaction design project, what we call the capstone project as a culminating and integrative moment of your learning journey in this course. The course will take you through the process of problem analysis, finding background knowledge through applying a variety of research methods, following a user-centred design approach of iterating and prototyping to finally evaluate your interactive project and critically analyse your findings to produce a final product. Upon completion of the course, you will have a polished capstone project you can use in your portfolio that showcases your work and process.

The goal is two-fold: first, for you to apply your learning to solve an interdisciplinary interaction design problem from start to evaluation; and second, to learn and develop methods for doing so by developing a novel approach inspired and informed by industry design thinking of service experiences and products, based on teamwork. Regardless of the specifics of the approach you will develop, the process and structure of the course involves the following stages: problem defining and needs analysis, ideation, blueprinting with storyboarding, low- and high-fidelity prototyping, user testing, and presentation.

Instructors:

Dr Eleni Pashia (https://www.linkedin.com/in/eleni-pashia-phd-b05155b1/)

My background is in Architecture Engineering, shifting into social sciences faculty to pursue an interdisciplinary Ph.D in Architecture from the University of Sheffield in UK that combined critical pedagogy, feminist thinking and critical spatial practices/theories. I currently work at the Cyprus University of Technology (CUT) as a Research and Teaching Associate, as well as a Diversity, Equality and Inclusion Specialist and Trainer. While I teach at the MSc Interaction Design, my work at CUT focuses on improving its organisational practices, processes and performance towards shaping a more inclusive and equitable learning and working environment. I like to apply participatory methodologies and design thinking combined with experiential learning and nonformal education techniques in order to combat identity stereotypes, unconscious bias and inequalities, transform mindsets and lead individuals and underrepresented groups into feeling empowered and supported, and organisations in shaping more inclusive cultures for all. I have an extensive experience in creating educational material, designing and delivering experiential and participatory workshops to adult professionals, researchers and students (higher, secondary and primary education) on the topics of Combating Gender Stereotypes, Gender History, Anti-racism Education, Inclusive/Intersectional Design Thinking, Inclusive Language and Mindset, Student Entrepreneurship and Girl's empowerment in STEAM fields.

Dr Maria Solomou (https://www.linkedin.com/in/msolomou/)

I currently work at PwC Cyprus' Experience Center, an innovation, technology space, where we design interactive and immersive experiences. I have a diverse education background, which, among other, includes a Ph.D. from Indiana University, Bloomington (U.S.A) in Learning Sciences and Instructional Systems Technologies and an MBA from the University of Cyprus. My work focuses on experience design and strategy, business, and technology integration. I have extensive experience in game design, user experience design, instructional design, technology integration, project management, and skills development. I apply agile methodologies and design thinking in order to create user-centric solutions in physical, digital and hybrid settings (including metaverse, VR, AR, etc.). I am interested in investigating the ways that interaction design affects user experience and in particular, the ways different personas react to the experiences that technology-enabled solutions provide. I have worked with clients and partners in the USA and Europe, such as the Bill and Melinda Gates Foundation, MacArthur Foundation, universities, financial institutions, technology companies, consulting agencies, etc.

Contact Details:

If you want to get in touch, send us an email to my idmaster email (elenipashia@idmaster.eu, maria.solomou@idmaster.eu). A second way is through posting in the google classroom environment or if you see us 'online' in the chat on hangouts feel free to drop us a message. In addition, special online "office hours" can be set up for group or individual mentoring if needed.

Learning Outcomes:

Upon successful completion of the course, you will be able to:

- Retrieve, analyze and interpret literature, state of the art and user experiences in order to provide information about a global challenge and describe a design challenge;

- Design and conduct field research, analyse data and complete a needs analysis report for a specified design challenge;

- Apply gained knowledge, concepts, methods, tools and techniques from this course and previous ones within the programme as well as enhance design thinking skills by building a commercial quality UX Interaction Design solution including a complex integrated product-service experience: ideation, storyboarding, prototyping, blueprint;

- Work and cooperate in multidisciplinary teams and support peers to achieve shared excellence in practice as well as develop leadership skills;

- Evaluate the outcomes and propose recommendations for your designed solution through user testing, analysis and interpretation of the data;

- Communicate your work and products effectively through oral presentations and visualizations.

Schedule:

The delivery of the course is organized in 7 bi-weekly segments called 'Sessions'. Each session kicks off with an assignment release on google classroom every other Wednesday at 8am Cyprus time. The deadline for your assignment submission is the Tuesday before the new assignment release, at midnight. Subscribing the course calendar will automatically register all the submission deadlines to your calendar.

Each assignment release includes a series of activities which you will need to complete in sequence. We strongly believe peer learning is an asset of this programme as the individual experiences and backgrounds provide the breeding ground for excellence, therefore activities that require engagement with your peers are an integral part of the work for your assessment for this course.

The session schedule is as follows:

05/09: Live Introduction to the MGA 682 Interaction Design Project (at 18.00 Cyprus time)

Session 1 (06/09-19/09): Problem Definition & Needs Analysis

Session 2 (20/09-03/10): Ideation & Blueprint I: Persona/scenario development, Storyboarding & User Journey

03/10: Live Presentation & Feedback on Ideation & Blueprint I (at 16.30 Cyprus time)

Session 3 (04/10-17/10): Blueprint II: Integrated Product-Service Experience

Session 4 (18/10-31/10): Low-fidelity Prototypes

Reflection Week (01/11-07/11)

Session 5 (09/11-21/11): High-Fidelity Prototypes

Session 6 (22/11-05/12): User Testing/Evaluation Report & Demo Video

Session 7 (06/12-19/12): Project's Final Presentations

19/12: Live Final Presentations of Interaction Design Projects (at 18.00 Cyprus time)

Individual Reflective journal & Team Leader Reporting

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Course Outline:

The structure of the course (below) reflects the process of design development as explained above. Some of the project's stages are based on individual work and some on group work, therefore, assignments require both individual and group submissions. Every session ends with a piece of reflective journal which you need to submit individually as part of the self and peer assessment process. Also, each working group gets to decide their own team coordinator for each session as part of the development of leadership and workload management skills. See the outline of the sessions below:

- *Session 1* is based on individual work for defining the problem and analysing user needs through research across literature and user interviews from the field.

- *Sessions 2 & 3* are dedicated to the development of an integrated design, where a product offers an integrated service experience, based on tools that will guide the group work process including ideation and blueprint creation using persona/scenario development, storyboarding and user journey. Also, during session 2 each working group creates their own leadership plan for the whole course.

- *Session 4* & 5 naturally lead into the development of Low- and High-Fidelity Prototypes for both the service and the product, which the groups however have to combine in order to provide an integrated solution to the given challenge.

- *Session 6* is focused on User testing for both the prototypes, which will be realized to every local context of the group members, therefore, individually. Also, the process is enhanced with the creation of a Demo Video for the integrated designs, addressed to future customers.

- *Session 7,* finally, is dedicated to creating a presentation with your group for the work you have done for the design project during the whole course.

Contents:

You will consider all the learnings from the MSc programme in order to respond individually and in groups to a 6-session process of addressing a challenge on a given project topic from 'defining the problem' to 'proposing a viable solution' and everything in between: needs analysis, crafting ideas, low and high-fidelity prototype development, testing and user evaluation. At the same time, you will consider all tools and methods you have learned and used across the programme.

i. Project Topic

Project Topic: *'Responsible Design for Household Food Waste Management'*	Submission documents	Assessment
This year's design challenge aligns with the UN Sustainable Development Goal 12 that calls for *'Responsible Consumption and Production'* which essentially asks: ● *How might we make our societies produce and consume goods and services more responsibly in ways that we can protect ecosystems?* For the requirements of this module, the goal for more responsible consumption and production is placed in the context of Food Waste. **Challenge: Household Food Waste management** It is known that one third of the food we buy eventually is thrown away. It is also known, though, that food discards can cause environmental, economic and social implications. Throwing food away, at the same time, means that we are wasting natural and human resources that were used for growing, producing and transporting food to our supermarket shelves. Also, we are losing money that we used in order to buy the wasted food -a family of four can lose $1760 annually. Then other resources are required in order to collect the waste and transfer it,	Bi-weekly individual and group submission documents	● Individual Submissions: 50% ● Group Submissions: 50%

increasing the amount of costs for local authorities and services. Wastes from our garbage eventually arrive in landfills, causing amounts of methane production that can damage our environment and health.

So, how might we contribute in managing this problem and decrease this chain of consequences?

Interaction Design Project: An integrated approach of Product-Service Design

In order to respond to this challenge, you are asked to design a *product*, which should be developed as a complete service that a provider offers. That is, the product should offer features that make up a complex and a whole new service experience.

The aim, therefore, is to develop an integrated solution for addressing the given challenge, which we will be calling '**a product-service design'**, and will include: (a) a product that you will design, which will offer (b) a complex new service experience. Therefore, during the course you will need to have both in mind when developing ideas, concepts and prototypes. See more on the **Product-Service Design Definition**[1] in the notes below.

- For the purposes of developing an integrated product-service design, **a product** could be for example, *a device application* and/or a *gadget*, as part of a website or a platform or any other **complex service**. See an **example**[2] from a previously made solution for the requirements of this course below.

To help you develop your integrated approach, you will use relevant product and service design tools**.** See more about these **tools**[3] on the notes below.

[1] *Definition: Product-Service Design*

Although it is known that there is a blurred line between them, a classic distinction between *product* and *service* design is that products are tangible goods that can be owned – such as a device, a t-shirt or an application on a device – whereas services are

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intangible exchanges and experiences that cannot be owned – such as the public transportation service, or hospitality services like a restaurant meal or a hotel stay.

However, this strict distinction becomes even more vague as products and services are combined to create complex product-service experiences, and escape the continuum of goods and services – such as a song accessed through Spotify, which offers more than just listening to a song shaping an integrated approach that you should also adopt for this project.

[2]*Example: Product-Service Design solution*

'FoodForia' is an example of a previously made solution for the requirements of this course.

FoodForia is an integrated product-service design solution that leverages user's tendency to eat delivery food (due to many reasons) by providing an alternative cloud kitchen from which they can get cheaper meals that cooks surplus food (food that is too close to expiration but still totally consumable) collected directly from local grocery stores and farms. A customer can choose to order freshly cooked meals or cooked meals that are frozen, through an application.

Here is [FoodForia service prototype](#)

Here is [FoodForia product prototype - an application](#)

Important Note: FoodForia is provided to you only as an example to steer your ideation process and therefore, you should not replicate, but instead, you should craft your own innovative solution to the challenge. The same applies for the two prototypes of the service and your product.

[3]*Tools: Blueprint & Prototypes*

Service Desi

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gn is not only concerned with the experience of the user, but also with the experience of the employees, therefore, it is concerned with planning and organizing both frontstage and backstage business's resources.

- For the purposes of developing an integrated approach, one of the tools you are required to develop is an advanced mapping of the user's journey for your product-service – namely, a **blueprint** – so as to understand relationships between service components alongside customer touchpoints. The blueprint, therefore, should include service's main components (people, processes and props) combined with user experience components (personas/scenarios, storyboarding and user journey of actions, thoughts and emotions).
- Eventually, you will develop two **prototypes** for both the service and product to help you work on the user and service experiences and interactions.

See relevant sources & more examples in materials.

Supportive material:

Topic	Link	Format
UN Sustainable Development Goals	1. [The 17 Goals](#)	Article
Food Waste Problem	2. [The Problem of Food Waste](#)	Article
	3. [Food Waste: The Hidden Cost of the Food We Throw Out](#)	Video

Service Design: What is it, History, Definition, Components	4.	[Service Design 101](#)	Article
Blueprinting (with Product-Service examples): What is it, Definition, Key elements, Differences from Journey map, Examples & Templates	5.	[Appliance retailer Service example](#)	Article (with definitions, service blueprint, useful diagrams and video)
	6.	[Service Blueprinting FAQ: Top Questions Answered (differences from Journey map)](#)	Article (with useful diagrams and video)
	7.	[Soothee Service example: A Healthcare Service design](#)	Article (with service blueprint example)
	8.	[Hotel Stay Service example](#)	Article (with useful diagrams and blueprint example)
	9.	[Service Blueprint: Template](#)	Article (with templates)

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ii. Course Structure

The structure of the course and assignment requirements are as follows:

Session 1 (08/02-21/02): Problem Definition & Needs Analysis		
Assignment Description	**Submission document**	**Assessment**
1.1 Problem Definition (week 1) Based on the given overarching question and challenge, in this week you will explore the global challenge more deeply based on insights from literature. The individual submission document should specifically present the information you will find. The following questions are given to navigate your research. You may need to answer questions such as: ● What is the problem? i.e., pain-points that frequently come up in literature ● Why does the problem exist? i.e., reasons that this problem is important to solve ● Why does the problem matter? i.e., needs that will be addressed solving this problem and the value it will bring to the global context. ● Where does the problem present itself? i.e., global context and within the food waste chain ● Who is facing the challenge? i.e., the target user of your problem statement	Problem Definition document: ● Minimum 1000 words (without references)	Individual submission: 10%

- What have others done to address the challenge? i.e., solutions or initiatives or strategies that may exist in different contexts in solving this and we can learn from.

The individual submission document should be based on the following components:

i. Introduction: brief description of the problem

ii. Background: collect information about the problem backed up with literature review and state of the art to explore the current state of the problem, and what have others done prior about it.

iii. Key Considerations: outline the insights you have collected from research on the background and how they can be used in solving this problem

iv. Framing the Problem into a Question: following the gained knowledge on the problem through literature, reframe the problem into a question (and sub-questions if need be) and explain how it relates to the challenge given

v. Objectives: explain each objective showing how they respond to each question and how they help in reaching the desired state for the problem.

The document should include - wherever necessary - relevant figures (tables, images etc.) explained within the text, and a list of used references.

Tip 1: These are only components that are necessary to include. Therefore, the way your will structure the document, present text and figures, is totally up to you, always in compliance with the standards of a master-level academic work.

Tip 2: The following assignment, Needs Analysis, requires you to recruit participants, so plan your actions ahead and use your time wisely!

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1.2. Needs Analysis (week 2)	Needs Analysis document:	Individual submission: 10%
In this week you will empathize with users in order to understand the problem more deeply based on first hand insights that you will collect by immersing yourself in users' physical environment in your local context. You will design and conduct the process based on your experience from previous field studies you have done during other courses. An indicative satisfactory sample of data would be the data originating from two or three data gathering methods, such as observations, interviews, focus groups, card sorting activities with participants etc. The individual submission document should specifically present the information you will find and answers to questions such as: ● How do potential users talk about the issue? ● What is the social, cultural and economic context of the need and the users? ● How do circumstances across the user base vary? ● What parameters are important to look at? (e.g., diversity characteristics such as gender, disabilities, age or any other) The Needs Analysis submission document should be based on the following components: i. Introduction: briefly describe the process of Needs Analysis ii. Methodology & Methods: describe the way your worked and make sure you also explain constraints during the process of data collection iii. Participant Selection/Profile/Inclusion Criteria: provide details of the persons that participated and the selection criteria	● Minimum 1000 words (without transcriptions, references)	

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iv. <u>Data Analysis:</u> describe themes/topics that emerge and use images from your engagement with the field exploration
v. <u>Conclusions & Key Considerations/Recommendations:</u> describe insights that you have gained from participants in solving the problem
vi. <u>Reframing the initial Question (from week 1)</u>: you may want to reframe your focus on the problem statement and the linked question(s) that will guide your solution development.
vii. <u>Raw data:</u> transcriptions or recordings (as appendices)

<u>The document should include - wherever necessary - relevant figures (tables, images etc.) explained within the text, and a list of used references.</u>

Tip: These are only components that are necessary to include. Therefore, the way your will structure the document, present text and figures, is totally up to you, always in compliance with the standards of a master-level academic work.

Supportive material:

Topic	Link	Format
Framing a Design Challenge	1. [Design Kit - Frame Your Design Challenge](#)	Article (worksheet included)
	2. [How To Properly Frame Your Design Challenge](#)	Article

	3.	[7 Steps To Better Problem Framing In Design Thinking](#)	Article (with videos)
	4.	[How To Properly Frame Your Design Challenge](#)	Video
Diversity Characteristics & Design	5.	[Diversity in user experience (UX) design: More diversity for better experiences](#)	Article
	6.	[Designing for Diversity](#)	Article
Methods to use in the field	7.	[Design Kit - Resources - The Field Guide to Human-Centered Design](#)	Booklet (free to download after registration)

Session 2 (22/02-07/03): Ideation & Blueprint (Part I): Persona/Scenario Development, Storyboard & User Journey		
Assignment Description	**Submission document**	**Assessment**
2.1. Ideation for the Product-Service Designs (week 1) In this week you need to ideate, brainstorm, challenge your own assumptions and explore possible solutions individually first, and during the next week with your team in order to decide on a common idea. Use insights from your research on the problem and insights from participants during the needs analysis stage to develop ideas for both the service and the product, in seeking a viable solution to the challenge. As specified in the topic description, the solution should offer an integrated approach of a combined service with a product – therefore, have both in mind when developing ideas and concepts. The individual submission document should illustrate your ideation process for a service and combined product, which will be shared with your working group during this session's second week in order to together decide on a common idea to work on during the rest of the course. The Ideation Process document should be based on the following components: i. <u>Introduction</u>: briefly introduce what the document is about ii. <u>Ideas & Concepts</u>: present ideas in the form of diagrams/ sketches, accompanied with explanatory descriptions (100 words each) iii. <u>Tools & Methods:</u> describe any tools you may have used to develop Ideas and Concepts <u>The document should include - wherever necessary - relevant figures (tables, images etc.) explained within the text and/or links, and a list of used references.</u>	Ideation process document: ● 3-5 ideas (with diagrams/sketches) ● Minimum 500 words (without references)	Individual submission: 5%

Tip: These are only components that are necessary to include. Therefore, the way you will structure the document, present text and figures, is totally up to you, always in compliance with the standards of a master-level academic work.		
2.2. Leadership Plan (week 2) During the second week working groups are formed. Each group needs to develop and submit their own Leadership plan stating a team leader for each week. As part of your professional and personal development as well as workload management, every member of the team is asked to take a leading role for the coordination of group work in assignments. In the template, as a team you need to agree and fill it in with the name of the persons that are going to be team leaders for each session/group assignment and therefore, create your team's leadership plan. All members of the group should take this role at least one time by the end of the course. Since this is a group assignment only one member of the group needs to submit on behalf of the group.	Leadership Plan document	-
2.3. Blueprint I: Persona/Scenario development, Storyboard & User Journey (week 2) During the second week group members need to share their ideas for solving the problem, and then discuss in order to agree on a solution to proceed with. See useful tools for group decision in materials. *Note: It is possible to combine a second UN SDG in your solutions. Also, it is possible that you will focus not just on household food waste management.* Together with your team members, you need to develop a blueprint of your integrated solution based on persona(s)/scenario development, storyboarding and user journey. See useful	Blueprint (Part I) document: ● Minimum 8 images/illustrations with relevant descriptions	Group submission: *You will be graded for the whole blueprint at the end of session 3.*

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sources on blueprint, persona/scenario development, storyboarding and user journey in materials.	● Minimum 500 words (without references)

The way your blueprint will be analysed and poster will be presented is totally up to you, though you need to always have in mind that you are going to design a service combined with a product. See examples of complete blueprint and templates in materials.

Tip 1: You will have the chance to receive live feedback for part I of your blueprint and clarify requirements for part II of your blueprint during a scheduled live session. However, you still need to submit part I of your blueprint. You will be graded for the whole blueprint at the end of session 3.

The Blueprint document should be based on the following components:

i. <u>Introduction:</u> explain what the document is about
ii. <u>Product-Service Designs Concept</u>: present the agreed idea for this service, inspiration, rationale and its core values.
iii. <u>Persona/scenario – Storyboard – User Journey</u>: customer actions, thoughts and emotions as well as interactions in order to understand the logic behind your solution, and create relevant visuals
iv. <u>Tools and Methods:</u> explain tools you may have deployed to help you develop your blueprint

<u>The document should include - wherever necessary - relevant figures (tables, images etc.) explained within the text and/or links, and a list of used references.</u>

Tip 2: These are only components that are necessary to include. Therefore, the way you will structure the document, present text and figures, is totally up to you, always in compliance with the standards of a master-level academic work.

Since this is a group assignment only one member of the group needs to submit on behalf of the group.

Supportive material:

Topic	Link		Format
Ideation: Tools & Templates	1.	Design Sprint Kit - Crazy 8's	Toolkit
	2.	Design Sprint Kit - Solution Sketch	Toolkit
	3.	Brainstorming & Ideation Templates	Article (with templates)
Idea Management & Group Decision: Tools & Guidelines	4.	Design Sprint Kit - Decide Methods	Toolkit
	5.	Idea management 101	Article (with useful illustrations and tools)

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Personal/Scenario Development: Definitions & Guidelines	6. [Personas Make Users Memorable for Product Team Members](#)	Article (with persona example and video)
Storyboarding & User Journey: Definitions, Guidelines & Templates	7. [Storyboards Help Visualize UX Ideas](#)	Article (with examples and templates)
	8. [Design Sprint Kit - Storyboard](#)	Toolkit
	9. [Storyboard Template](#)	Article (with templates)
	10. [Create a storyboard](#)	Article (with template)
Blueprinting (with Product-Service examples): What is it, Definition, Key elements, Differences from Journey map, Examples & Templates	11. [Appliance retailer Service example](#)	Article (with definitions, service blueprint, useful diagrams and video)
	12. [Service Blueprinting FAQ: Top Questions Answered (differences from Journey map)](#)	Article (with useful diagrams and video)
	13. [Soothee Service example: Healthcare](#)	Article (with service blueprint example)

	14.	Hotel Stay Service example	Article (with useful diagrams and blueprint example)
	15.	Service Blueprint: Template	Article (with templates)

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Session 3 (08/03-21/03) Blueprint II: Integrated Product-Service Experience

Assignment Description	Submission document	Assessment
In this session you will develop part II of the service blueprint, as a further development of your user journey map. You will need to think deeper about relationships between people, processes and props, to submit an advanced mapping – see Session 2 materials on service blueprints. This process will help you prepare well for the following sessions when you will be developing low-fidelity and high-fidelity prototypes for your designs. Also, have in mind that you will present the completed Blueprint (part I & II) during our early Live presentation session. This process will help you prepare well for the following sessions when you will be developing low-fidelity and high-fidelity prototypes for your designs. *Tip 1: You may need to rethink and improve your user journey map while you will be working on the service experience. You will be graded for the whole blueprint at the end of this session 3.* The submission document should be based on the following components: i. Introduction: explain what the document is about ii. Product-Service Designs Concept: present the agreed idea for this service, inspiration, rationale and its core values.	Blueprint (Part II) document: ● Minimum 8 images/illustrations with relevant descriptions ● Minimum 800 words (without references)	Group submission: 10%

iii. Persona/scenario – Storyboard – User Journey: customer actions, thoughts and emotions as well as interactions in order to understand the logic behind your solution, with relevant visuals

iv. Service experience: in parallel with part I of your blueprint mapping, present visuals and describe frontstage and backstage actions and interactions and support processes separated by lines of interactions, visibility and internal interaction.

v. Tools and Methods: explain tools you may have deployed to help you develop your blueprint

The document should include - wherever necessary - relevant figures (tables, images etc.) explained within the text, and a list of used references.

Tip 2: These are only components that are necessary to include. Therefore, the way you will structure the document, present text and figures, is totally up to you, always in compliance with the standards of a master-level academic work.

Since this is a group assignment only one member of the group needs to submit on behalf of the group.

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Session 4 (22/03-04/04): Low-Fidelity Prototypes		
Assignment Description	**Submission document**	**Assessment**
The natural next step is to develop Low-fidelity prototypes for both the service and your product to test your hypothesis, spot touch-points, pain points, needs and opportunities in user flows and interactions. ● For your service design prototype, you could visualize different processes, people, props and interactions and its relationship with your product which should be integrated anyway in your service through a series of visuals or a *video* that you could use for user testing – the same applies for the hi-fi prototype. ● You should also create a dedicated prototype for your product to also test with users. Low-fidelity prototypes could be hand-drawn or digital – sketches or paper prototypes or basic digital clickable wireframes. Each member of the team will test the two prototypes with participants in your own local context and collect feedback for adjustments when you return to your team. *Tip 1: You can use this session as an opportunity to engage with and learn tools of digital prototyping (e.g., figma) that will help you in the next stage when you will be developing hi-fidelity prototypes.* The submission document should be based on the following components: i. Introduction: briefly introduce what the document is about	Low-Fidelity Prototype development document: ● Minimum 500 words for each prototype: service and product (without references) ● Minimum 5 visuals for each prototype: service and product (illustrations/images/ diagrams/screenshots/infographics Or/and video) ● Images from the testing with users	Group submission: 10 %

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ii. <u>Tools and Methods:</u> explain tools you may have deployed to help you develop your low-fi prototypes.

iii. <u>Prototypes:</u> describe the two prototypes and how they work, and justify choices for designing their different components, using visuals of the prototypes but also from the user testing in your local contexts. Provide access to relevant links or any other form of prototype presentation.

iv. <u>User Feedback:</u> each member of the team should provide a short summary of the testing process and feedback they received, and visuals from the testing with the users.

v. <u>Recommendations:</u> conclude with a list of recommendations you came up with as a team after reflecting on your testing, stating clearly how you should improve your prototypes.

<u>The document should include - wherever necessary - relevant figures (tables, images etc.) explained within the text, and a list of used references.</u>

<u>Tip 2</u>: These are only components that are necessary to include. Therefore, the way you will structure the document, present text and figures, is totally up to you, always in compliance with the standards of a master-level academic work.

Since this is a group assignment only one member of the group needs to submit on behalf of the group.

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Supportive material:

Topic	Link	Format
Information Architecture: What is it, Strategies, Type of structures & Methods	1. [A Beginner's Guide to Information Architecture](#)	Article (with Video)
	2. [How to Organize Information Effectively: What You Can Learn From Information Architecture](#)	Article
Service Prototype: Tips and tricks	3. [Tips for How to Prototype a Service](#)	Video
	4. [6 Tips for Prototyping Service Design Experiences](#)	Article
	5. [Service Prototyping According to Service Design Practitioners](#)	Article

Reflection Week (02/11 - 08/11)

This is an opportunity to study your script and plan the remaining sessions' individual and group work ahead.

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Session 5 (19/04-02/05): High-Fidelity Prototypes		
Assignment Description	**Submission document**	**Assessment**
Honing the skills from other courses you will consider functionality, usability and aesthetics among other parameters to design and craft the two high-fidelity prototypes that will appear and feel real even though they might have limited paths and capabilities depending on the critical part of the user journey you are looking to evaluate and prove. This is the moment that you can use feedback from the low-fi prototypes and proceed in carrying out some improvements before proceeding to the next step that will include user testing and evaluation of your final designs at your local contexts. ● For the service design, it is expected that you will use the same format of prototype and present it through a series of visuals or a video, showing the integrated approach of the service-product. ● For the product design, it is expected that you will improve the low-fi prototype into a final design by adding more content, interactions, transitions, path and/or animations. The group submission should be based on the following components: i. Introduction: briefly introduce what the document is about ii. Design Process documentation: explain the process of developing the two prototypes and justify choices for designing their different components, through relevant documentation of the process using relevant alongside explanatory descriptions for each prototype's development process.	High-Fidelity Prototypes: ● Minimum 500 words for each prototype: service and product (without references) ● Minimum 5 visuals for each prototype: service and product (illustrations/images/ diagrams/screenshots/infographics Or/and video)	Group submission: 20%

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iii. Tools and Methods: explain tools you may have deployed to help you develop your high-fi prototypes.

iv. Final Designs / Prototypes: explain how each prototype works and provide access to relevant links or any other form of prototype presentation (e.g., video etc.).

The document should include - wherever necessary - relevant figures (tables, images etc.) explained within the text, and a list of used references.

Tip: These are only components that are necessary to include. Therefore, the way you will structure the document, present text and figures, is totally up to you, always in compliance with the standards of a master-level academic work.

Since this is a group assignment only one member of the group needs to submit on behalf of the group.

Session 6 (03/05-16/05): User Testing/Evaluation Report & Demo Video		
Assignment Description	**Submission document**	**Assessment**
6.1 User Testing/Evaluation Report for Integrated Designs (week1) You will test out the two prototypes with users from your own local context. The evaluation methods, heuristics and frameworks you will adopt need to be justified and well-suited to the particular challenge and research questions. The individual submission document is a report on your findings and reflections on what should be improved. It should be based on the following components: i. Introduction: briefly introduce what the document is about ii. Purpose & Goals: explain the purpose of testing with users iii. Research questions iv. Implementation conditions & adaptations: describe your approach to the condition under which you did user evaluation and adaptations for the local context such as location, time v. Participant profile/Inclusion Criteria: provide the number of participants and any other characteristics that were important to record for the testing purpose (e.g., age, gender, disability, socio-economic status etc.) and explain selection criteria vi. Methodology: explain how you planned and actualized the evaluation process including steps of the evaluation procedure (e.g., consent, tasks, post-test questionnaire/debrief etc.), Evaluation Framework/Schema/Approach, Heuristics/Metrics	User Evaluation Report: ● Minimum 1000 words (without references) ● Images from the testing with users	Individual submission: 10%

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vii. <u>Analysis & Results:</u> present results from the user testing based on the evaluation framework/schema. Analyse the results and explain whether particular participant characteristics that you presented may played a significant role in the results viii. <u>Findings & Recommendations:</u> describe your findings and design improvements you have collected from users ix. <u>Raw Data:</u> evidence of data collection and any other supportive documentation (as appendices). <u>The document should include - wherever necessary - relevant figures (tables, images etc.) explained within the text, and a list of used references.</u> *Tip: These are only components that are necessary to include. Therefore, the way you will structure the document, present text and figures, is totally up to you, always in compliance with the standards of a master-level academic work.*		
6.2 Demo Video for Users for integrated product-service designs (week 2) As part of the evaluation effort for your solution and in preparation for pitching your idea to a wider audience it is critical to develop the communication tools necessary to support your reasoning. This comes in the form of a product-service demo video. The group submission, therefore, is the creation of a video and can range from a series of slides with a voiceover to a hybrid that contains animated or filmed segments. You need within the video to describe the problem/challenge and present your solution for this, that is, *to illustrate the new service and combined new product that you designed with your group*. A viewer should be able to understand the value and the effectiveness of your solution clearly	Video document: ● 1-2 minutes	Group submission: 5%

and quickly from just this demo video. See the example of 'Foodforia', a previously executed video for this course and challenge in materials (and Topic section).

The video should be based on the following elements:

<u>i. Description:</u> start with an overview of the service and product and the basic functionality and usefulness of the integrated solution

<u>ii. Solutions:</u> communicate the value proposition of the integrated solution – pain points and problems they solve, and how they improve user's life as well

<u>iii. Demonstration:</u> guide the viewer through the service and product experiences, and explain their functionality and capabilities

<u>iv. Call-to-action</u>: ask the viewer to act, e.g., to buy the product or request more info etc.

<u>The document should include - wherever necessary - relevant figures (tables, images etc.) explained within the text, and a list of used references.</u>

<u>*Tip:*</u> *These are only components that are necessary to include. Therefore, the way you will structure the document, present text and figures, is totally up to you, always in compliance with the standards of a master-level academic work.*

Since this is a group assignment only one member of the group needs to submit on behalf of the group.

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Supportive material:

Topic	Link	Format
User Testing: Method explained, Participants, Tasks, Physical and Remote testing	1. [Qualitative Usability Testing: Study Guide](#)	Article (with multiple other sources)
Examples of Demo Videos	2. [20 of the Best Product Demo Videos of ALL TIME](#)	Article (with Videos)
	3. [FoodForia](#)	Video
Service-Product Presentations: tools, structure/content & examples	4. [Flowchart Templates](#)	Article (with templates)
	5. [Canva - Infographics Templates](#)	Images & Templates
	6. [The Pitch Deck: Structure, content, and examples](#)	Article

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Session 7 (17/05-30/05): Project's Final Presentations		
Assignment Description	**Submission document**	**Assessment**

Your entire team will present your project during a 20-minute slide-based presentation, followed by a 10-minute Q&A. Below is a suggested outline.
 	
The presentation grade will be based on the content, flow of the slides and response to questions.
 	
Make sure in your 20 minutes to speak about the following, and in this order:
 	
I.   Introduction
 	
     ● Project title & team (introduce yourselves)
 	
II.   Problem (approx. 3 slides)
 	
     ● Explain the challenge
 	
     ● Existing the competition (& why other solutions are inadequate)
 	
III.   Design Evolution (approx. 5 slides)
 	
     ● Major steps only to reach the prototype phase
 	
     ● Focus on explaining the reasoning behind design choices, challenges, adaptations.
 	
IV.   Solutions & User Interaction (approx. 6 slides)
	Project Presentation document:
	
	  ● approx. 15 slides (equal to a 20-minute presentation)
	
	Project Live Presentation Format:
	
	  ● 20 mins presentation & 10 mins Q&A
		Group submission: 5%

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- Brief Mission Statement or Value proposition

- Describe your joint solution & how both your designs work

- Show the Promo video

- Present results from the user testing and explain how these affect your preconceptions, prototypes, and next steps if you were to move forward

Since this is a group assignment only one member of the group needs to submit on behalf of the group. However, on the day of the presentation the entire team must present. The manner which you present (who speaks/when/how) and the used visuals is entirely up to you.

Individual Reflective Journal		
Assignment Description	**Submission Document**	**Assessment**
At the end of each session, you are required to submit a piece of reflection, as part of the individual and peer assessment process. Within you should: a) Describe tasks you have completed during the session and tools/methods you have used that helped you to do so. b) Highlight important elements that you think added value to your development both as a becoming interaction designer and as an individual (e.g., elements could be course content, group work process etc.) c) Reflect on challenges you have faced during the session individually and with your group, possible reasons that may have caused those challenges, and actions you can take (or took) to address them and improve your learning experience and relationships In addition to the above, you should use any images or any other supportive documentation in order to describe your experience and reflections in a way that makes sense to you. The structure and presentation of the document is totally up to you.	Journal document ● 300 words max. submitted at the end of each session ● Images to support your descriptions	Individual submission (6 sessions): 15%

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Team Leader Report: Group Work Management		
Assignment Description	**Submission Document**	**Assessment**
As a team leader (assigned in the group's leadership plan during session 2) you have the responsibility to submit a group work management report. This is a template that the leader has to fill in after the meeting(s) and by the end of each session, in order to report about task allocation (who is doing what) as decided by the team, the presence/absence of each team member in the meeting(s), and task completion status. It is expected for each team leader stated at the leadership plan to submit the report.	Filled Report document template	Individual submission (each group's leader): 0%

Workload, Group work Management & Leadership:

In order to successfully conclude this course, you are required to do both individual and group-based activities. In order to carry out the design project, the course is structured and broken into short modules at the google classroom. The course work is divided into two main elements: group assignments to build up the project and individual assignments related to the project (and individual reflective journal).

Every assignment describes components that are necessary to include in your submissions. The way you will structure the document, present text and figures, is totally up to you, always in compliance with the standards of a master-level academic work.

Each session provides supportive material. You are required to assist material that will be posted together with every assignment before moving into carrying our individual or group work, as they include examples that can guide you.

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In session 2 teams develop their own leadership plan where they state who is taking the role of 'team leader' for each session. All members of the group should take this role at least one time by the end of the course. Each team leader apart from the key tasks s/he is required to carry out as described in session 2, s/he is also required to submit a report for the session s/he has been leading.

Important Note: _It is highly recommended that you study the script and get prepared ahead for every next session, as you may need time to organize your actions effectively - especially moments when participants need to be identified such as the needs analysis (session 1) or user testing (sessions 4 & 5)._

Assistance:

- Should you have any questions regarding your assignments, please use the comment area provided in the google classroom or you can email me directly.
- Should you have any other concerns or personal issues you think we need to be aware of, please do not hesitate to contact me directly.

Feedback & Assessment:

This is a pass/fail course. The course grade consists of 50% individual submissions and 50% of group submission, uploaded at the end of every session. You need to accumulate at least 70% total and complete every assignment (individual or group) at 50% to pass. Late submissions are subject to a penalty on the assignment's grade. Passing grade is 5 out of 10. Group activities will be marked individually. Final mark will be on a 0-10 scale in increments of 0.5 points. Feedback will be provided after each session ends.

Grading system:

Grades will be based on these criteria:

A = 10 (91–100% of the work is done) — excellent: outstanding work with only a few minor errors.

B = 9 or 8 (81–90% of the work is done) — very good: above average work but with some minor errors.

C = 7 (71–80% of the work is done) — good: generally good work with a number of notable errors.

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D = 6 (61–70% of the work is done) — satisfactory: reasonable work but with significant shortcomings.

E = 5 (50–60% of the work is done) — sufficient: passable performance meeting the minimum criteria.

F = 1, 2, 3, 4 (49% or less of the work is done) — fail: more work is required before the credit can be awarded.

https://www.tlu.ee/en/taxonomy/term/90/assessment-learning-outcomes

Technology needed:

Basic knowledge of design and prototyping tools (as developed through other courses in the programme). I will give you access to our educational package at Miro and Mural that you might find useful. Other tools for conducting remote evaluations might be necessary. We are open to requesting access to other online resources you might find as long as we have the time to go through the university processes (so identify these early).

COVID-19 notice:

We always ask you to put your own health and well-being first and depending on context and circumstances you might have to adapt your activities and toolkit implementation in a way that is flexible and can run both online and in face-to-face contexts. I will remind you of this throughout the course but make sure to get in touch if you have any specific queries, worries or concerns or especially if you have been affected directly or indirectly by the pandemic and the events surrounding it.