HCI and Design: Assignment 3

Due: Tuesday, March 20th, 11:59pm

You will complete this assignment in pairs.
Exceptions are possible with prior instructor permission if you're working on a project together outside of the class.

Parts A, B, and C you can complete on your own startup/specialization/studio/project. **You MUST complete parts A and B using paper and hand drawing! Use scans/photos to show/ submit your work.**

You are STRONGLY encouraged to READ all parts of the assignment before starting, since some parts depend on each other.

Part A: Storyboarding

1. [1 point] Provide a short description of your project. What is the main idea/goal?

2. [2 points] Figure out the story you want to tell. What task/feature/part of your project have you chosen to storyboard? Describe your chosen task/design concept.

3. [2 points] Pick a user/persona who will be the subject of your storyboard. Provide a short description of this user/persona. Who are they? What are they trying to achieve?

4. [4 points] Create a storyboard for your chosen task/design concept (stick figures are fine). Start with text and arrows. Then add emotions. Then draw your storyboard. Add appropriate captions. Show and document the different phases of your work.

Part B: Paper prototyping

5. [5 points] Construct a paper prototype that someone can "use" to achieve the task(s) depicted in your storyboard. The number of "screens" will vary depending on your project, but try to choose task(s) that would involve roughly 5-12 different screens. Work on keeping the amount of detail you add to your prototype to a minimum while still making it clear and easy to understand. Also, make sure to make the flow clear (i.e., how to move from one "screen" to the next). Include scans/photos of your paper prototype that document each screen and the flow between them.

Part C: Paper prototype testing

The goal of this part is to test your paper prototype on TWO people. You are welcome to test on anyone, although it is obviously better if you can test on someone who would be a real user. Make sure to explain to your user what you're asking them to do. Take photos/notes as they interact with your prototype. Keep track of questions they have.

6. [2 points] Describe the two participants you tested your paper prototype on and their characteristics. How did you recruit them?

7. [1 point] Describe what you told your participants and what you asked them to do.

8. [2 points] Describe how you did the test: Who was the facilitator? Who was the "computer"? Include photos.

9. [2 points] What questions did your participants have? What mistakes did they make? What did they not understand? Include photos of the users interacting with your paper prototype.

10. [2 points] Discuss how you would iterate on your paper prototype based on your user feedback. What would you change? How would those changes improve the prototype? (**Note**: you do not need to actually update and recreate your prototype).

Part D: Layout and Structure

This part is NOT on your own project, but on the ad given at the end of this document.

Your task is to re-design the ad using what we learned about color, typography, layout, and material design.

11. [2 points] **Choose your user**
Choose a specific type of user. Who are they? Where are they? What's the readable distance?

12. [1 point] **Choose your Medium**
Choose one specific format. E.g., Poster, Mobile App, Desktop, Kiosk Screen).

13. [2 points] **Establish Hierarchy**
Order the most -> least chunks of information on a separate sheet outline.

14. [5 points] **Design**
Create a new readable, usable version of this information. Use any tool of your choice.
      Make sure you address:
    a) Font
    b) Spacing
    c) Weight
    d) Size
    e) Layout

15. [2 points] **Justify**
      Write an explanation of your design choices.

✄✄✄FASTRACK

Ⓓ No trains between 161 St-Yankee Stadium and 205 St

④ trains and 🚌 free shuttle buses provide alternate service
Late Nights, 10 PM to 5 AM, Mon to Fri, Mar 6 - 10

Ⓓ service operates between **Stillwell Av** and **161 St-Yankee Stadium***.
🚌 Buses operate between **Mosholu Pkwy ④** and **205 St**.

Travel Alternatives

TripPlanner⁺

For service between **161 St** and **Bedford Pk Blvd**, use nearby ④ stations instead.
For **205 St**, take a 🚌 bus via Mosholu Pkwy ④.

• Transfer between Ⓓ and ④ trains at **161 St-Yankee Stadium**.
• Transfer between ④ trains and 🚌 buses at **Mosholu Pkwy**.

Station	Shuttle Bus Stop
205 St	Bainbridge Av at 206 St
Mosholu Pkwy ④	Jerome Av at Mosholu Pkwy

Ⓓ Station	Nearby ④ Station
Bedford Pk Blvd	Bedford Pk Blvd
Kingsbridge Rd	Kingsbridge Rd
Fordham Rd	Fordham Rd ♿
182-183 Sts	183 St
Tremont Av	Burnside Av
174-175 Sts	176 St
	Mt Eden Av
170 St	170 St
167 St	167 St

Coney Island-bound trains skip 155 St, Mar 6 - 10.

Note: Additional ④ service operates between 149 St-Grand Concourse and Woodlawn.