ETS/CSE 517: Science for Society 2

Team Projects – Introduction and Stage 1

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Step 1: Choose a specific design goal

- think of something the society and its people need

Step 2: Select an activity to observe

- observe users doing the task as they do it now (*in situ*)
- it may already be computer based or not
- eventually you will devise a web-based service or app

Step 3: Select 3 individuals to observe

- choose people who are not similar to yourself in some way
- observe the successes, breakdowns, and opportunities that occur when computers are used, not used, or could be used to support your chosen activity

Step 4…. next page

Step 4: Observe!

- tell the participants to perform the task as realistically as possible
- take notes and possibly photos
- do not use a video camera → preserve your own on-site impression
- after the observations, spend 10 to 15 minutes interviewing your participants about the activity you observed

Step 5: Identify user needs

- survey findings and use them to brainstorm a list specific to user needs
- identify opportunities for design innovation that would enable a web- or mobile app to better support the activity you observed
- you should generate at least 15 opportunities
- focus on user needs and goals only (you do not need solutions yet)

Step 6: Be inspired

- list 5 existing designs that relate to your thinking (could be concrete or abstract)
- for each, give brief explanations (1-2 sentences) why you chose them

Think about this example of a need:

> Sometimes, when Scott takes the train home, there is no room for his bike and he has to wait for the next one. Scott needs a way to plan what train to take based on how much room is available in the bike car

- what can be designed to make Scott's life easier
- what are needs to be considered
- what shortcomings might emerge and how can they be fixed
- think about all possibilities of real life situations
- you will then see that your app will need to become smarter
- it may also require more data, from where?