Interaction Design Studio
DECO1200
Project Brief

Design a Web 2.0 application to run on the iPhone and create a website using rich media to document and market your application. Using your blog to document the interaction design process.
Some Initial Questions...

Social Networking
   How could a new application for the iPhone support friends/family/colleagues stay in touch better?

Entertainment
   What sorts of entertainment could the iPhone support beyond simply playing music/movies/games?

Location Sensitive
   What if the iPhone could determine it’s location? How might this be combined with Google Maps?
Assignments

Create a personal website and blog
You will need these to submit all your assignments

Determine user requirements
Who is going to be the target audience? (10%)

Develop/evaluate initial prototype
Test your initial design ideas. (20%)

Develop/evaluate revised prototype
Respond to feedback from evaluation. (20%)

Develop/evaluate/document final design
Finalise your proposed design and present it. (50%)
Design Process

Start by determining user requirements
Talk to potential users and find out what they might want from a iPhone application

Develop initial prototype
Test your initial design ideas for your application and website with potential users using storyboards, index cards, etc.

Redevelop prototype
Create a prototype of how the application and website will look and/or function using design layouts, demo website, etc.

Evaluate final design ideas
Evaluate your high-fidelity prototype with users to get some feedback on your final design ideas
Assessment

Research (20%)
Research the problem, research the technology, research other Web 2.0 applications for the iPhone.

Design (20%)
Design of the look and feel of your application and your website is a major factor in your assessment.

Process (20%)
Document your design process and your reflections on your blog. This will include blogging about class.

Documentation (40%)
Document your design on your product website(s). This will include the use of video and audio.
Presentations

Friday, 24 August
Design requirements & initial design prototype

Friday, 7 September
Evaluation of initial prototype & revised design proposal

Friday, 19 October
Evaluation of revised design & final design proposal
Grading

High Distinction
At least three blog posts per week about your design process. A novel application proposal for the iPhone with documented research to show that it is feasible (in the near future). An appropriate easy-to-use website documenting the application using rich media, e.g., video.

Distinction
At least two blog posts per week about your design process. A well researched application proposal for the iPhone with justifications for design decisions. An appropriate and easy-to-use website documenting the application.