

# Team Assignment #3

For this assignment, you will turn in a report with three components: a summary of your data analysis (the affinity diagram completed in class), a persona description, and a summary of your design concept brainstorm.

## I. Data Analysis

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Use the affinity diagramming technique to analyze the data your team collected in T2 as well as the data from your partner team(s) (assigned during Lab 2). Your analysis must cover at least 2 of the interviews your team collected and at least 2 interviews from your partner team. If you like, your analysis can include additional interviews from your team and your partner team(s). Throughout the analysis, your team should make sure to contact your partner team with any questions about their data.

In your report, provide a summary of your analysis. Describe the top-level themes (“green labels”), as well as the subcategories (“pink” and “blue” labels) that make up each top level theme. Provide concrete examples from your data (your “affinity notes”, that is, the excerpts from your transcripts) to help explain the various themes. You must include direct quotes from your transcripts as well as summaries of your data. Your goal is to 1) clearly describe your entire affinity diagram, and 2) convince us that your findings are valid by providing sufficient evidence from your affinity diagram analysis to support the explanation of each theme.

Your report must also include a clear, high-quality photo(s) of your affinity diagram analysis, showing the entire affinity diagram.

## II. Persona Description

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Use your affinity diagram findings to create a *primary persona* that will guide the rest of the semester’s design efforts. Follow the 8-step process for creating a persona that is laid out in the *About Face* textbook (Chapter 3). Use the provided template to construct your persona. Your persona should include the following (see Chapter 3 in *About Face* for descriptions on how each should be developed):

- Fictional name
- Photo
- Representative quote
- Archetype (*i.e.*, the role or user type that this persona represents)
- Demographics
- “My Story” (the persona’s background, needs and/or “day in the life” description (including concerns, interests, etc.). This narrative should convey information that is relevant to the product being designed)
- At least 3 goals (not more than 5)
- Frustrations (challenges that this archetypical user encounters)
- Persona Characteristics (Where the persona falls along the variable dimensions laid out in the participant mapping stage [Stage 3]): At least 4 (not more than 6)

In your report, provide:

- 1) your Variable map listing your variables (including a brief—1 sentence—description of what each variable is), how your participants are mapped onto each variable, and a clear indication of the *behavior patterns* you identified (Step 3 of the process, see pp83-84 in *About Face*), and
- 2) your Persona write-up, using the provided Persona template as a guide. You may format the persona differently than what is shown in the template, but you must have the same content.

Note:

- An example of a participant attribute map is provided on the course website (in the T3 section of the team assignments page).
- This exercise must be completed with all participants represented in your affinity diagram analysis.
- You are only required to develop a primary persona, but if you choose (and your data allows), you may also create a secondary persona. A secondary persona is not required for this assignment.

### III. Design Concept Brainstorm

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Once you have developed your primary persona, your team should use the IDEO brainstorming rules (see Week 7 of the course website schedule) to brainstorm many design concepts that would help your persona reach his or her goals, overcome his or her frustrations, and accommodate his or her attributes. You should come up with at least 15 distinct mobile app design ideas. Think outside of the box—wildly and creatively—while keeping your persona at the forefront of your design thinking. Also, these should be 15 very different ideas—not just simple variations on a single idea.

In your report:

- 1) *Briefly* describe each of these 15 design ideas in your report: give each design concept a name, and describe in up to 3 sentences (max) the essence of the concept—what does it enable the user to do and how does it address the persona attributes? You are encouraged to include simple sketches of your concepts to convey the ideas.
- 2) Describe what you consider to be your top two design ideas, and why you believe these would best help your Persona meet his or her goals, overcome his or her frustrations, and accommodate his or her attributes.

**Finally, in your report make sure to include:**

- your team number and team members' names
- a short description of each team member's contribution to the assignment