Interface Critique 01 – Project Vision and Primary Feature – version 3.0b

Groups for the App Dev and Wed Design project a group will be used for all three components of the Interface Critique. At the end of design cycle, you will conduct user testing based on your design work.

Format: Web, Mobile, Platform Agnostic

Part 01: Product Vision Statement

Create a "Product Vision Statement" for the digital product. The product vision statement/document represents your product's end goal. It's what you want to accomplish, how you want users to think of your product, and the position you want to be in. That is why product vision is a great filter for all your further decisions should go through.

Google's vision statement is to "provide access to the world's information in one click."

Are you helping, providing access, making something easier, etc.

The group should be one the same page, have a "Product Vision Statement" that will drive the design phase and is the first step in defining a product and the user experience. The "product vision statement" is the rally point and everyone in the group should be onboard with the statement.

When questioning the digital product features or any design decision, reference the "vision."

**Part 02: What Does the Product Do?**

Using the concept/idea for your group project, identify the main feature or pillar of the digital product, the supporting features, and tasks the user should be able to perform with the application. The main feature will be the driver of the digital product and supports the product vision statement.

Each group member will write down words and/or phrases that describe the situations, motivations, and outcomes for the digital product. Dig deeper into phrases like "easy to use". What will make it easy to use? Is it the navigation? What about the navigation will make it easy?

Group like words and phrases and rewrite as necessary.
Once you have refined and grouped the words and phrases, identify them as features or tasks.

Encapsulate the main feature of the digial product with a job story using the situation - motivation – expected model.
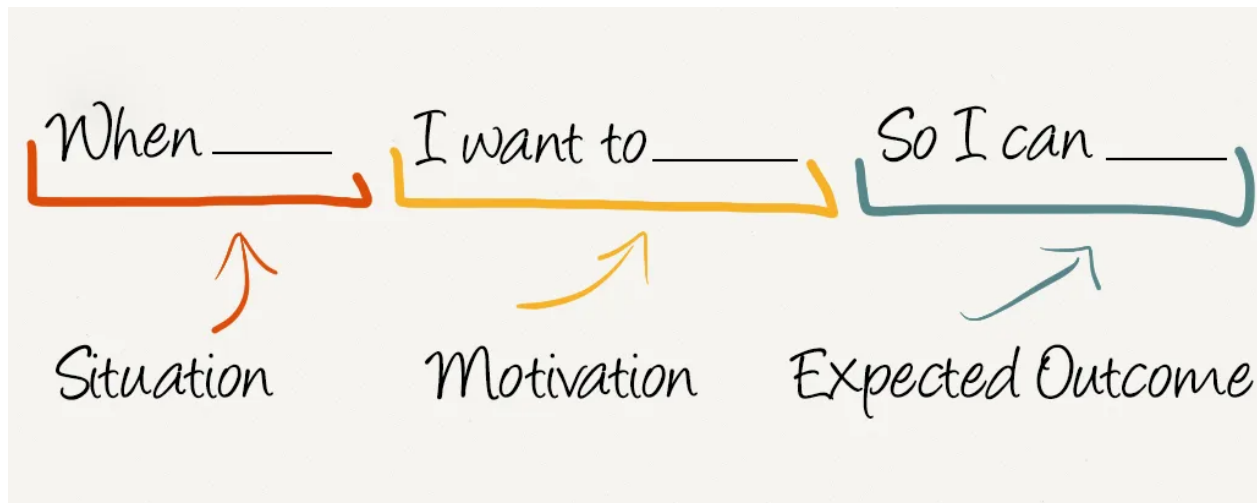
By the end of class submit an image file (take picture of your sketches and wireframes with a phone) of your original and revised pages, along with your job story and primary motivation. Add a note for your demographic/target audience. Add your group names to the SLATE Dropbox.

You will need to be able to meet the needs of both novice and expert users. You can ask people outside of the class for feedback on the concept and their expectations.

Assessment:

2 – Project Vision Statement
2 – Define the Main Feature
2 – Define the User Expectation and Demographic
2 – Define the feature(s), task(s) and usage
2 – Job Story – Situation - Motivation – Expected Outcome