

Project 2 Create

Working with your partner and class research, create 1) a set of **prototype designs** for your partner based on 2) a set of corresponding 3 or more written **user scenarios** and visual **journey maps** depicting the cascading series of desired interactions between players (users) and TK. Use Google docs, WordPress, Canva, and/or other platform to create a revised **1-page design brief** with design challenge, **2,000-word report** and **5-minute presentation** of your team's work for feedback.

The second project focuses on the CREATE phase of design thinking, the prototyping of possible solutions and opportunities within the reframed design challenge, the specific wants statement of your partner. We are becoming-builders of collaborative platforms for making media, both formalizing and customizing your team's platform (workplay space) and connecting it to those of your partner and their stakeholders. You are building on Proj 1 toward Proj 3 partner deliverables and project site.

This project introduces you to two key UX genres of shared media: *user scenarios* or short written descriptions of idealized experiences of users in concrete situations interacting with the partner/media; and *user journey maps*, graphic depictions of the different sequences of interactive experiences over time and/or space. Scenarios give the overall XD, journey maps give the IA.

Based on your scenarios and maps, you'll be prototyping the types of media *and* stakeholder experiences we want to help our partners create, describing them in the report with media cascades but transmediating them in different genres to describe, evaluate, and make your prototypes. The number and variety of prototypes and their quality (concreteness/resolution) are determined by YYP (you and your partner!).

We're rehearsing strategic stories with our partners using different shared media and then archiving them on our site while delivering them in the final DELIVER phase of class. For your report, you can revise and build to your first report or create a new one. Continue demonstrating your teams' growing understanding and application of CAT, UX, DT, Strategic Storytelling and TAFs (thought-action figures—or just figures).

Your team should assign tasks to individual members and provide collective support and feedback.

Deadlines:

Prototypes, scenarios, journey maps 3/22

Report and presentation 3/29