Description

Description:  
1. In the context of human-computer interaction, develop an original idea for improving a user experience. The  
project’s design scope can aim to improve on an existing product or service - or focus on creating something  
entirely new.  
2. Present a 1500-word report about the user research. Include the following elements:  
a. outline the product or service to be designed & frame the design challenge;  
b. segment & prioritise the audience, profiling them using secondary research;  
c. draft a set of assumptions, questions & tasks to test;  
d. recruit & interview 5 users;  
e. summarise the findings;  
f. develop a focal persona.  
Details:  
1. Research methods:  
http://www.designkit.org/methods  
2. Research sprint:  
https://library.gv.com/the-gv-research-sprint-interview-participants-and-summarize-findings-day-4-3d34792baa3f