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