MIS3506
Project 2 Kickoff

A creative way to encourage everyone
to think and share ideas

Timeline

Project KickOff

Team Formation
Project Research

Alpha

1. The home page with selected template highlighted and some basic content. Include justification as to why you chose your selected template
2. A three screen prototype
3. A proposed menu structure

Beta

- A complete site that is ready to be demonstrated with the site URL.
- Include the results of two observational usability tests, i.e., tests involving two different users relevant to your site goals. You should get testers that fit the intended demographic of your new site. All the team members should participate in the observational usability test(s) and include their notes separately in the below appendix.
- Summarize the results of a heuristic evaluation performed by one of your classmates (not a team member). Include the notes as an appendix.
- Discuss how you will improve the design based on the tests.
- List what you changed from the alpha version and why.

Final

1. The URL of the new site.
2. A one-page reflection that includes a list and justification of how your site applies the following concepts and how you improved the design.
3. An appendix that lists the major improvements and changes you made to the design going from alpha, beta, to final.
4. A 5-minute live presentation and PowerPoint slide deck that summarizes the project. The presentation should involve all the team members and include:
    a. The problem and goals of the site including its overall affordance.
    b. The intended user demographic and how your site will support that demographic.
    c. A live demonstration that highlights using Norman's terms specific items you improved as part of the usability tests and how you achieved the overall deliverables.

Hear Your Song

- Build profiles for 20+ youth songwriters expanding on the Story Of A Song page (including photos, embedded videos of songs, interviews, podcast clips, etc., narrative about each song, lyrics?)
- Expand and improve The Hear Your Song Podcast page
- Create a more interactive Connect page for families to navigate to learning more
- Eventually add an AI song recommender for users
- What else????

Project Research

1

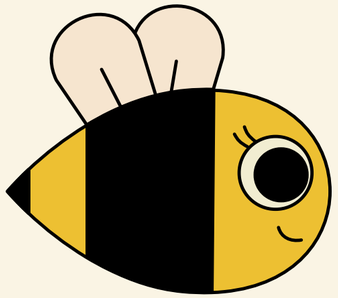
Who

2

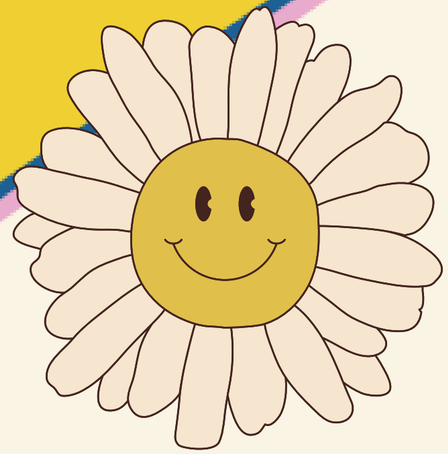
What

3

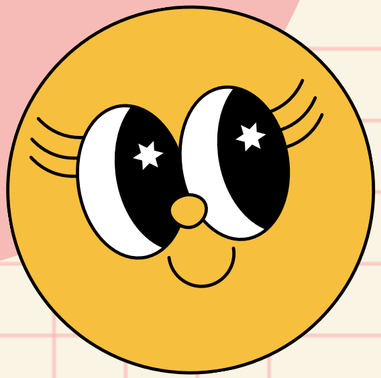
Why



WHAT ARE SOME QUESTIONS FOR DAN?



BRAINSTORM GOALS



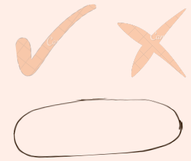
Brainstorming aims to solve problems, develop innovations or new ideas, clarify or realize abstract ideas, simplify ideas that are too big and difficult to achieve, encourage creativity and train yourself to think critically.

What's your idea?

Brainstorm Area

Our Favorite Ideas

1. Copy a sticky note, then we'll write our thoughts, ideas, and inspiration.

2. Use the stars to vote which ones we like to pursue.

3. Circle or comment on any promising ideas.