

Information Design

Homework Assignment: *Project Brief*

Write-up Ready for Discussion at the Start of Class Week 3

Overview

For the rest of the quarter, you will be given assignments that relate to a larger project: designing the information architecture for a Company or Organization of your choice.

For this homework assignment, choose a Company or Organization (or make up one) and research it and any similar competing companies. From this initial thought process and research, develop a one to two page project brief. This proposal must include the real (or fictitious) company or organization you would be designing for, the specific content need of the company/organization, the intended audience, and a brief description of the service you will provide.

Example: A prototype design for a web guide to local art galleries, consisting of 5-10 sample pages (non-interactive) to connect young urbanites (ages 20-34) to up-and-coming local artists.

Project Brief Format

Project Name: *Give your project a formal title*

Company, Organization, or Client: *Who is it for? (You can use a fictional company if you like)*

Designer: *For this assignment, you will write this on your own.*

Background and Motivation: *Answer the following*

What is the problem to be addressed? *Examples: A business wants to promote a new product, a public service needs to promote underused services, a company needs to increase customer service satisfaction.*

What are some current approaches to this problem? *Are there other websites, books, etc that address a similar problem. Are there any competitor sites?*

Who is the target audience?

Goals: *Answer the following*

What are the defining features and benefits of this project? *Example: a new logo to promote brand recognition.*

What are the project objectives? *Make these measurable, for example; Increase sales by 30% in 6 months, or decrease customer service complaints by 10% over a 2- month period.*

Project Format and Scope: *Answer the following*

What is your proposed format for delivering the project? *Will it be a website, a blog, a PowerPoint presentation, a short animation, or series of posters?*

How many pages, minutes, screens, etc. will be needed? *A rough guess based on content to be covered.*

What resources are available to help with content? *Do you have product shots or an image library, written content or a writer, Company brochures for this (or similar) products?*

Submission Requirements

Your project brief should be typed in Microsoft Word (or word processing software of your choice). Bring in a digital copy and a printout for review.

Sample Project Brief

Project Name: Peak Account Information Portal

Company: Peak Travel Group

Designer: Student A

Background:

This is a huge issue in our company in data consolidation. Every time a new account joins Peak we go through a very painful 2 month process of implementing all the procedures to service this company as one of our corporate clients. Not only does this process take too long but it also is very inefficient on how each process is done, usually emails between each department.

Goals & Scope:

I will be creating and refining an implementation process which is used at our company for new corporate accounts. This process will centralize all of our account information and allow use to access, edit and update all fields with a 128 bit encryption password protected domain integrated web portal.

This portal will be used company-wide like a CMS system. Individual users will have difference access levels depending on their roll at our company. Some will have "Read-only" access and some users will have "Full-control" which will give them add, edit and update capabilities. The idea behind this CMS system is to allow these users to edit information within their department with would directly affect their daily job which will automate as many of their process as possible.

The presentation of this information will be key on getting all users to buy in on this project. There will have to be a project proposal presented to all of these users. To understand the project scope I will need to take a closer look at my users. This will involve an in-depth interview of all 15 users I will be involving in the beta version release.

The Account Information area will consist of eight tabs. These tabs will be categorized as the following:

- General information
- Company Fees
- Accounting & MIS
- Assigned Agents
- Travel Portal Information
- Preferred Suppliers
- Account Checklist

I would like this information to be displayed in a useful manner providing the user with only the information they will be involved with. For instance the Accountant might only need information relevant to here roles with our company. If I give he/she access to all of this information they might find that it is confusing and over complicated.

This project will improve work efficiency by 40%. This will allow account managers to work with the client more and work on internal data maintenance less. With the later releases this will also help accounting operations and corporate.

Reading Assignment

Read Chapter 2 in the textbook (pg. 31-62) and the PDF, *The Elements of User Experience – User-Centered Design for the Web* by Jesse James Garret (available in the **MM1121Week1.zip** file in Doc Sharing).

Evaluative Criteria / Grading Rubric

Adherence and Resonance: Did the student understand the assignment and reach the goals?	10PTS
Project Proposal: Was the project brief well thought out, spell-checked and well organized?	20PTS
Total	30PTS