eBook Reader

Project 3 | Basic Interaction
51422 | Spring 2008
10:30–11:50 Mon/Wed MM 227

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Overview

In teams of 3-4 people, design an electronic book reader for a given target audience and context. The focus of this project will be to:

» Synthesize needs and opportunities from both potential product users and other sources.
» Discover the intersection between the needs observed by researchers and the needs people perceive in themselves in otder to find rich areas for product development.
» Design product interactions that support the emotional connections between the person the reader
» Explore the personal and social roles that ebook readers facilitate
» Communicate the value of the ebook reader through the visual, auditory, and narrative channels provided by a video sketch

Contexts

Groups will select one of the following target audiences:

» Commuters (not including automobile)
» Moms to be used at and away from home
» Families at home. Needs to support users as young as four years old
» Elders (65 to 95) at home
» Teens (boys or girls) at and away from home
  (will need parent permission)

Process

User Needs Analysis

» Shadowing/Interview. Find real users and talk to them about their experience reading and managing reading material. Watch current activity. Document current devices.
» Culture: Review media focused on your target demographic. Document the images, colors, sounds, experience targeted to them.
» Competitive analysis: Investigate ebooks and other similar products targeted at or near your specific audience. Note the features, interactions, and stylings of these devices and services.
» Stakeholder: Go shopping for current devices. Discuss with sales people what features they think make a product attractive. Do they seem connected to the needs of the audience?

Generate Concepts and Validate Needs

- » Generate 50+ concepts
- » Look for match between observed user needs and product features. Reduce set to around 10 and document as storyboards.
- » Conduct a concept validation session with 3 to 4 target users. Session should focus on discovering the overlap between the needs you observed and the needs participants perceive in themselves. Have participants explore the concepts you have generated.

Select Concept and Produce Video Sketch

- » Design interaction and product form.
- » Produce script and storyboard that documents how design meets needs of users in context.
- » Construct video sketch

Deliverables

Present findings from user research	March 31
Present updated finding on user research	April 7
Present storyboards for concept validation	April 14
Present results from validation	April 21
Present rough cut of video sketch	April 28
Present final design	May 5
Turn in physical model, video sketch, presentation, and web process book	May 9

Grading

Process

- » Did the students follow a rigorous design process and report how this influenced their final design?
- » Did students report how the concept validation session influenced the final design?

Solution

- » How does the interaction with the device reinforce, complement, or contrast users' emotional connection with reading given the target demographic and context?
- » How does this design significantly advance the state of the art in interaction with ebook readers?
- » How does the device differentiate between controls user need immediate access to and controls users need occasional access to?
- » Does the video sketch document how device supports the needs of users?
- » Does the design support or refute the emerging value themes?

Craft

- » Visual appeal of presentation and harmony with interaction design
- » Production quality of video sketch
- » Visual appeal of process documentation
- » Quality of physical model