Rapid Ideation, Research, Design

The user does this by (step by step)...

1) User clicks question button ( ques) or is prompted to open window (fla story)
2) Question appears in notification window along with rating prompt
   - User rates (NA) and answers question with comment

Question

Type: Q

Author:

Description: Stuff

Share Story

Via text, web/mail, social media
How do you use phones?

- Do you have a cell phone?
  
  I have a iPhone C, it’s pink!

- How often do you use your phone?
  
  I use my phone every day after school.

- What do you use your phone to do?
  
  I use my phone to call my mom to pick me up, and play games.

- What can a phone do, that a desktop computer cannot?
  
  I can take my phone with me, I cannot put my desktop computer in my pocket.
Phone Fantasy
★ What do you wish a phone could do?

Instructor Notes:
There are so many things phones can do now they never could before. Share an example of what a phone could do when you were a kid, versus now.

That would not be possible if people did not use their creativity and come up with new functionality. So what do you wish a phone could do? What is something you wish your phone would help you do better?

Ask students to write and draw what they wish their phones could do, then choose a few students to share.
Smart Phone Functionality

Soundcloud
Users **record** and **stream audio**.
Users can listen, like, and **share** audio.

Instagram
Use the **camera** to take, edit, and share **pictures** and **videos**.

Amazon
Users access the **internet** to make **purchases** through their phones.

Dumb Ways to Die
A game that encourages users to be safe, and takes advantage of the **accelerometer** to shake and tilt.

Yelp
Users **search** and rate local listings. Uses **GPS** to locate shops nearby and get **directions**.

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**What else can smart phones do?**

<table>
<thead>
<tr>
<th>Internet Access</th>
<th>Camera-Photos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texting</td>
<td>Email</td>
</tr>
<tr>
<td>Calling</td>
<td>GPS</td>
</tr>
<tr>
<td>Audio Player</td>
<td>Share: social media or email</td>
</tr>
<tr>
<td></td>
<td>Accelerometer: shaking or titling</td>
</tr>
</tbody>
</table>

**Instructor Notes:**

Here are some apps that highlight what phones can do. Ask a student to read each app and its function. Best if you can show each app.

Brainstorm with students some other things phones can do.

Let students know that they will design an app that needs to use some of these functionalities.
Design Challenge: Public Art App!

What is public art?  Why is it important?  Where do you see it?  Who makes it?

Instructor Notes:
Tell students they have a specific design challenge: Design an app about public art.

Lead a class brainstorm and take notes somewhere visible… what is public art, why is it important, where do you see it, who makes it…

Later, you can change or remix this challenge to fit your class or group.
One reason for designing an app, is to solve a common problem. Let’s take a look at the characters below, and read their problems related to public art.

Give students a couple minutes to think about which character and question they want to tackle in their design. Tell them to circle the character they want to focus on with their app.

Give them a couple minutes to fill in the sentence at the bottom of the page, explaining very briefly what the app will solve, and how it will accomplish that goal.

How do we make public art easier to discover?

Lisa is a tourist and loves art

Robyn is a local artist who paints murals

Ike runs a community park

My app will make public art easier to discover by putting art on a map

“Come up with an idea using a functionality from the previous page”
User Research

User Research allows you to understand your users’ wants and needs. Figure out the users’ problem, and how they might like it to be addressed. Or figure out the opportunity your users have, and how the app can help them achieve it. This is also the best time to get ideas.

Instructor Notes:
As a class, read the User Research paragraph. Let students know that they will interview each other.

Do a demo interview: Have a student ask each question, and you reply with your answer.

Give them 15 minutes to conduct three interviews.

Re-group as a class. Ask students to look over their answers and share out: What are some common trends you noticed? What is an answer that surprised you?

Let’s Start!
• Use the next page to interview 3 people
• Write down each person’s answers on the next page
• If there is a different question you want to ask, ask away!
• If you run out of space use the back of the page
Person 1
• What do you notice about public art in your community? Why is it important?

• How would you highlight the difference between public art, graffiti and vandalism?

• How do you mostly use your phone? To connect with people? To create something new? To play?

Person 2
• What do you notice about public art in your community? Why is it important?

• How would you highlight the difference between public art, graffiti and vandalism?

• How do you mostly use your phone? To connect with people? To create something new? To play?

Person 3
• What do you notice about public art in your community? Why is it important?

• How would you highlight the difference between public art, graffiti and vandalism?

• How do you mostly use your phone? To connect with people? To create something new? To play?
App Name: **Find Art**

Using information from the interviews, now it is time to design an app! Each student or group should design one screen of their app, fill out the questions below, and use at least 2 phone functions (some examples listed below).

Encourage students to use symbols, words, arrows and drawings. Remind them this is just a sketch. Here is an example. After, regroup and present.

**What does your app do?** My app will…

**How is it awesome?**

My app will help people who love art find art based on location. Just Click on a dot and see the art or type in a new location to see other art.

**Who is your audience? Who is the app for?**

My app will help people who love art find art based on location.

**Circle the 2 or more functions your app uses:**

- Calling
- Texting
- Internet Access
- Camera-Photos
- Camera - Video
- Audio Player
- Accelerometer - shaking/titling
- Share- Social Media or Email
- GPS - location
App Name:

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How is it awesome?

Who is your audience?  Who is the app for?

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