Design: Iteration

No screens

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COMS 6998
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You already know **front-end web dev:** HTML, JavaScript, Bootstrap, jQuery

And design:
Iterative design, critique

You will learn **back-end web dev:**
- Server-side programming (Flask),
- Databases (Sqlite, SQLAlchemy)
- Real-time Communication (Socket.IO)

And practice web design by:
- Rebuilding IMDB.com
- Rebuilding twitter
- Pursuing your own project
Today’s goal:

Pick a project &
Come up with a timeline
Project Requirements

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  • Meets a specific user need
  • You can tell from the UI whether or not they are satisfied.
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• **Functionality (40%)**
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  • Does the primary functionality work?
  • Does the secondary functionality work (user accounts, log in)
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• **Graphic Design (40%)**
  • Does the graphic design help the user focus on their task and complete the goal?
Expectations

Specific user goal:
Find a movie in a language you are learning

Warning
Sales pitch: “immerse yourself”
Specific user goal: “find a movie”

Functionality:
Helps the user meet their need – Can play the movie right away!

Graphic design:
Nice big pictures. (primary)
Layout groups movies by type. (primary)
Picture of city in background (secondary)

Know when it’s met:
Do they start watching it?
(Or put it in their queue)
Would you accept this?

Criteria:
1. Addresses a specific user needs?
2. Know when need is satisfied?
3. Functional?
4. Graphic design guide user?
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If you aren’t excited about any of your ideas, consider this project
Client: Columbia Outreach

Specific user goal: Take data they have on outreach goals and map it to answer some questions.

What projects reach the most students?

Over the years, what locations and program types have grown the most?
You will get 2017 data in Excel. Build tools to query the database

First task: reproduce these types of charts
Studio: Review Prototypes. Help you pick a project.

• Count off by 4 –
  • We need a volunteer to go first in each group
  • Introduce your 3 ideas and your prototypes
  • Which one are your leaning towards? Ask for feedback.
    • If you see problems, speak up!

• Groups 1 & 2 – Discuss as a group first. Then Katy and I will come around.
• Groups 3 – Discuss with me, then as a group
  • Discuss!
• Group 4 – Discuss with Katy, then as a group

Due today by 9pm – what idea will you pick? Fill out a weekly plan.
Final Project: Timeline

- **Week 9: November 2 (today)**
  - **Idea**: Low-Fi Prototypes due
  - Project Proposals on Piazza

- **Week 10: November 9 due:**
  - **Functionality**: One key (risky) feature implemented and user tested
  - In class user testing

- **Week 11: November 16 due:**
  - **Functionality**: Iterate on key feature + implement supporting feature
  - In class user testing

- **Week 12: November 30 due:**
  - **Graphic Design**: Decide the user flow through the application and how the graphic design will help them navigate
  - in class: how do users know their goal is done?

- **Week 13: December 7 due:**
  - **Graphic Design**: make it pretty! Thematic images, fine tune white space, fonts, and sizes of things.
  - In class: Turn in draft of final write up – bring it to class. Get feedback.

- **Week 14: Thursday Dec 13 11:59**
  - Lots of office hours!
  - DUE
We use iteration to minimize risk by **prototyping** the riskiest elements first.

**Idea:**
Help NBA fans recognize the strategy during games

- **Paper!**
- **Google it!**
- **User test!**
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**Idea:**
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Final Project: What to **turn in**

- **A write up**
  - What’s the specific user goal?
  - What is the concrete steps they take to achieve it.
    - Take a screen shot and say what the user does
    - And what graphic design elements guide them to do it.

- **A video** of the user accomplishing their goal

- **Your code**
  - We will only run your code as a last resort!
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