Adv Web Design Studio
HW6 –Needs Discovery Part 1 (Interviews)
Due Friday Oct 18, 2019 at 1pm on Courseworks

What to turn in:
1. A PDF of a slide deck with your report of 2 needs for group 1
2. A PDF of a slide deck with your report of 2 needs for group 2

This week, we want to think more deeply about two different domains. In each of those domains your goal is to list two possible technical needs you can meet.

By Oct 25, you will need to commit to a final impact project to work on for the rest of the semester. This week and next week are your chance to explore possible needs you could solve before making a commitment. The assignment you will turn in on Oct 25 is your project proposal.

For this week, your assignment is to select two groups. For **both** groups, you must include the following in a slide desk (to be presented in small groups during studio):
1. **Group**. What is the group?
2. **Interviews**. Who are two members of the group you interviewed. Include their photos, and their role in the group.
3. **Tech**. Based on your observations and interviews, list 3 ways they currently use technology to accomplish their goal.
4. **Needs**. List **two** possible needs they have that could be addressed with a website. Please describe
   a. **Need**. What is the need you are proposing?
   b. **Evidence**. Evidence you have witnessed or heard reported of a problem they have. (images are great, but quote or paraphrases will also suffice)
   c. **Solution type.** What type of technical solution could address this. Select one of the following:
      i. Communication App
      ii. Marketplace
      iii. Workflow
      iv. Database
         If you want to try something else, you must talk to a staff member and get their approval.
         Please DO NOT say how you would solve the problem, or give any details of what your chat app would look like or what features it would have. Just say the type of the solution.
   d. **Success metric.** How would you measure progress towards the goal or know if the needs are met in ways OTHER than asking the user if they are happy? We're looking for objective metrics, not self-report.

What groups can you pick? Your options include, but are not limited to:

1. The groups you observed last week
2. The group you built your marketplace app for
3. A group you have previously worked with (including your 4170 project, if you took that with me – if not, let's talk)
4. A totally new group of people
5. A group somebody else observed and reported on and you think is cool, and now also want to build stuff for.

What can't you do?

Our main concern is to have impact. Thus, we want to steer you away from solving problems that either nobody has, or no group that you know has. If there isn't a group that you can physically walk up to and beg them to use your app, it's very unlikely that you'll be able to have impact.

How will this affect me going forward?

We expect that you will pick one of these 4 needs to solve for your final project. If you do not want to pick one of these 4 needs, you will have to go back and redo the observation step, and this interview/current-tech/need finding exercise.