

## Group Project Proposal and Brainstorming

**Due in one week, at 5:00pm on Wednesday, February 21th, 2007.**

Submit both a **paper copy** in-class and an **electronic version** on our class wiki for **each group**. The paper copy will be returned to you after grading.

### Introduction

In this assignment you will use the brainstorming method you learned in class to develop your group project idea. You should conduct at least one one-hour brainstorming session with your group members. You will report the complete list of ideas that your group generated, and then report the final project idea. Note that you will have time in class on Sept. 13 to start the brainstorming. We expect you to meet outside of class as well to complete the assignment..

The theme for this semester is **Persuasive Design for Campus, City and Community**. This is a very open theme and should give you plenty of room to come up with a topic that is personally exciting to you.

### Project Requirements

Your write-up should follow the outline below. It will be graded using the writing guidelines detailed later in this document. Remember that less is more. Try to say what you need to as succinctly as possible. But don't skip any important details.

- Each team member's name
- Brainstorm: A list of at least 20 numbered ideas (preferably 30-60) that you came up with during your brainstorming session
- Idea Selection: The idea your group chose to work on and a short explanation of why the group picked it from amongst all the possibilities in your list.(paragraph)
- A Longer Description of the Project (several paragraphs)
  - ◆ Target User Group - describe what you believe to be pertinent demographics about the expected user population. Use these demographics to create one or more **personas**.
  - ◆ Problem Description
  - ◆ Problem Context
  - ◆ Why you believe your project meets the design theme
  - ◆ Solution Sketch (paragraphs + sketches).

### What to Hand In

Submit both a **paper copy** in-class *and* an **electronic version** on our class wiki. The paper version will be returned to you after grading. You may use digital cameras or scanners to digitize your sketches and upload them onto the class wiki.

## Writing Guidelines

You will submit a project plan including both text and sketches (the proposal should be **3 pages maximum**). Your plan should follow the outline below and will be graded using the writing guidelines that follow:

### **Brainstorm and Idea Selection (45%)**

The proposal should address a real user need. It doesn't necessarily have to be work/study related, it could also cover health or lifestyle needs, or recreational needs. We will give extra points for new ideas that are not already being developed by other companies and groups. You should do a web search before submitting your idea. Make sure you include URLs for any project you find on the web that you think is related (even if it not exactly the same) as your proposed idea.

**Target Users (15%),**

**Problem Description (10%),**

**Context (10%),**

**Why it follows the semester project theme (10%),**

**Solution (10%)**

You will score based on the quality of each item, using similar criteria to the *Individual Project Proposal*. In addition we would like you to explain why your project fits well into the semester project theme – “**Persuasive Design for Campus, City and Community**”.

## Group Proposal Wiki Submission Guideline

### Creating a Wiki Page for Your Group

Begin by creating a new wiki page for your group. You will use this page as a general repository containing all the information related to your group assignments and group project. **So make sure to follow the instructions given here.:**

1. Go to the Project Groups page and find the group you belong to.
2. Each group as been given a single letter name. These names are boring. Choose a name for your group and update the link on the Project Groups page.
3. Suppose you were given the group name X and choose to rename your group to ExampleGroup (yes perhaps an even more boring name). You would edit `[[Group:X]]` to become `[[Group:ExampleGroup]]`.
4. Now clicking on the `Group:ExampleGroup` link will lead to a new stub page for your group which you should edit to include the names of the all people in the group and pointers to their user pages.

I've created the `Group:ExampleGroup` page as an example. Note that there is a link to the Project Groups page in the navigation sidebar.

### Creating Your Group Assignment Page

Edit your group's page to add a link to a new wiki page for this assignment. The wiki syntax should look like this:

```
[[GroupProposal:ExampleGroup|Project Proposal and Brainstorming]]
```

Again replace `ExampleGroup` with your group's name. Look at `Group:ExampleGroup` for an example. Then click on the link and enter the information about your assignment. Be sure to clearly address everything mentioned in the writing guidelines above.

### Uploading Images

To upload images to the wiki, first create a link for the image of the form `[[Image:image_name.jpg]]` (replacing `image_name.jpg` with a unique image name for use by the server). This will create a link you can follow that will then allow you to upload the image. Alternatively, you can use the "Upload file" link in the toolbox to upload the image first, and then subsequently create a link to it on your wiki page.

### Add Link to Your Finished Assignment

One you are finished editing the page, add a link to it here with your group name as the title link. The wiki syntax will look like this:  
\* `[[GroupProposal:ExampleGroup|Group:ExampleGroup]]`. Hit the edit button for this section to see how I created the link for the `ExampleGroup`.

Note: the same guideline can be accessed via the following URL

[http://lbs.cs.berkeley.edu:8080/wiki/index.php/Group\\_Project\\_Proposal](http://lbs.cs.berkeley.edu:8080/wiki/index.php/Group_Project_Proposal)