

Note: The following briefs are set in stone. Failure to meet the set deliverables/objectives or doing it “your way” will result in a grade of 0.0

1. The Wine Project

Many people feel intimidated when asked to choose or purchase a bottle of wine, especially for new social situations. Design a wine selling website that removes snobbery and intimidation, educates the consumer, and minimizes the ‘paradox of choice’. Make it accessible, relatable, and approachable. Consider the mental models of a ‘Club’, a community, a subscription, a CSA, etc. When customers understand the process, they buy more wine. Prices: \$10-25/bottle. There will be an online quiz to determine one’s tastes in wine, and a companion app that allows for some sort of tasting notes. You should also consider the Out-of-box experience (OOBE) with the possibility of drinking games, info cards, recipes, shelf-stable snacks, and SWAG. The goal is to make wine education fun and relatable.

Constraints: The wine is purchased on the website and delivered to your home. As the system learns your preferences, it makes recommendations.

Target audience: Urban young professionals and suburban middle-aged professionals with disposable income who would benefit from more wine knowledge. User stories generate features...

Deliverables:

- Summary of research
- Illustrated persona pair
- Branding, Moodboard
- Quiz* prototype (Webflow, Figma, XD, your choice)
- Responsive website built in Webflow
- Mobile app
- In the Box. Wine info cards, tasting notes, SWAG, snacks, etc
- Final Presentation

*You are creating some sort of module, onboarding, quiz, a tool for the setting of preferences, etc that helps the system learn the user's taste in wine. Please think this through carefully, and display step-by-step interaction. Mental model: Stitch Fix, Trunk Club, Buzz Feed, etc.

Objective:

Provide a better wine-ordering/wine club experience by reducing wine anxiety and empowering/educating wine drinkers. Reduce friction, remove complexity, and make learning about wine fun and affordable. Encourage users to provide valuable personal data to improve targeted marketing efforts.

2. Seattle Public Schools multiple portals.

If you are a parent of a child enrolled in the Seattle Public School system, you can access your child's grades and attendance through a portal called "The Source". You can track your child's homework, handouts, and assignments through another portal called "Schoology". You can pay for your child's expenses and fees through a third portal called "School Pay". Additionally, each individual field trip form and all medical forms come home as paper copies and need to be filled out and signed by a parent, and are returned with the student. Finally, school bus arrival times are extremely inconsistent and parents sometimes receive a vague automated message that their child's bus is running late.

You have been hired to unify these five features into a single portal, a multi-modal experience that is accessible via the browser as well as a mobile app (All the same data, but different context).

Step 1. Interview parents with children in the public school system and determine their pain/gain. While the initial brief says "one unified experience", it's possible that your research suggests a different solution.

Step 2. Use the "[Jobs To Be Done](#)" framework to approach the problem and ask, "What jobs am I hiring this application to do?"

Step 3. Prioritize your feature set based on user requirements and create a web-based dashboard that allows parents to accomplish all (or, as many as possible) the tasks from one place. Consider accessibility, inclusion, additional languages, different cultural norms, socio-economic barriers, and privacy concerns.

Note: Onboarding. Adding the child's SID number should auto-populate all their data. The user will need to confirm or edit some data such as an address, etc. Additional data like medical history, allergies, and permissions will need to be entered manually at first but should be stored for future applications.

Step 4. Create a more streamlined and contextually relevant experience for the mobile app. For example, tracking the bus and paying fees are a higher priority than downloading homework assignments and filling out forms.

Step 5. Create as many screens as needed and prototype and test both products at whatever fidelity works, as many times as possible.

Step 6. Final presentation. Tell us about your initial observations, the needs of your users, what you learned. Demonstrate that you pivoted based on user feedback. Tell us three stories about archetypal users that try to accomplish some combination of tasks from the list below. Then show us two tasks which happen on the phone, such as checking for bus arrival and paying a bill or late fee.

As a parent, how do I:

- Check on my child's grades, including a specific assignment
- Find out what's due in class and download a file
- Find out when a certain Zoom meeting is scheduled and find it's link
- Look at a list of upcoming field trips and authorize and pay for a specific trip
- Authorize the child to participate on a sports team
- Excuse an absence (parental permission)
- Upload a medical form
- Request additional services for the child (IEP, ELL, etc)
- Pay fees or load funds into a lunch budget
- Request financial assistance (Free and reduced lunch, Field trip costs, etc)
- Contact an instructor about a question or concern
- Aggregate the child's assignments into a todo list or Kanban board
- Customize the dashboard based on personal preference
- Determine where the bus is via GPS and it's estimated arrival time
- Customize and receive notifications related to my child's progress or attendance
- Switch between multiple children's profiles

As a student, how do I:

- View my calendar/assignments/progress/zoom link/files/etc
- Determine credits required for graduation
- View a roster to see who's in my class
- Contact my instructor
- Find additional study materials
- Talk to a guidance counselor
- Check grades/missing assignments
- Find a tutor

Inclusivity: Issues to consider

- Non-native speakers
- Poverty/food insecurity
- Lack of access to technology
- Multi-generational households
- ADHD/Autism Spectrum, mental health
- LGBTQ kids
- Institutional racism

Deliverables:

- Summary of Research
- Persona Pair/Empathy Map
- Design System
- Summary of User testing
- 3 user stories in the desktop app*
- 1 user story in the mobile app
- Final presentation

*Here is an example of one user story: "Sally is a 37-year-old single mom with a 12-year son, David, who needs help with school. She wants to log in, check what's due, download an assignment, help him open it in MS Word...and walk away. Later she wants to receive a notification that he has successfully uploaded it. She also wants to find a tutor or some other resource to help her son with math."

Objective:

Redesign the Seattle Public Schools web portals with inclusivity and accessibility as your north star. Based on your research, simplify it's multiple URLs so that users can accomplish various tasks based on your research and the 'Jobs To Be Done' framework. How would you prioritize features to increase student success rates and provide clarity for busy parents/guardians?

3. Defund the Police.

While this idea is relevant and currently popular on the left, it would probably result in an election loss if Biden/the Democrats were to adopt it in their platform. Depending on which poll you look at, it gets somewhere between 30 and 40% approval among American voters.

Redefine the argument for defunding the Police and distill it down to 6-8 key pillars that could create a feasible solution going forward. The goal is NOT to appeal to the AOC/Sanders/CHAZ demographic, but to appeal to the middle of the political spectrum. Try to design a system that would appeal to independent, suburban homeowners. Note: "Invest in Community" is too vague, you need to be clear that this means a reduction in policing.

Objective: You are creating a cogent rhetorical argument for reducing spending on policing while increasing funding for community services and all the required graphic assets to support this idea. Ideally, users would first encounter your message on social media, which would drive them to your website where they could learn more, watch your video, and take some sort of action.

Deliverables

- Research
 - Persona Pair/Empathy Map
 - Writing. Lots of writing. And then rewriting, to distill down your message until it's perfect. 6-8 key pillars that support your argument.
 - Branding. You need to brand your message and develop a stand-alone logo. Like BLM.
 - Illustration. At least 2 illustrations for each of your key pillars, plus one for your hero image.
 - Social Media strategy. Using those words and images on social media to build awareness and drive traffic to a website.
 - Website built in Webflow.
 - A short video, +/-60 seconds, which summarizes your position
 - Final presentation which explains how your "toolkit" (see below) would work.
- Realistically, this toolkit would need 100s of images in different sizes and file formats for bumper stickers, yard signs, etc. I just need to see 2-3 mockups for proof of concept.

While Ben and Jerry's should be praised for their progressive stance, your solution should be more elegant than this: <https://www.benjerry.com/whats-new/2020/06/defund-the-police>

Ezra Clayton Daniels is an amazing illustrator who inspired this whole project, but this might be a little too much:

<https://twitter.com/ezracdaniels/status/1269015073546072064>

https://www.instagram.com/p/CBEJkRYDz_4/

For context, imagine you are making something like this:

Through discussions and team research, Team Rise was able to pinpoint a missing critical component at the root of any brand seeking sustainable success: a way to consistently communicate their mission and essence to all stakeholders and donors. So, we landed on co-creating a Sisterhood Toolkit that is a living, breathing, and comprehensive document that will serve as the core of the You Grow Girl! brand. This kit brings key content and brand assets together, ensuring that the You Grow Girl! message is always clear and consistent. The goal is to make it easy for members, advocates, and allies to be able to communicate the You Grow Girl! mission and continue to do the amazing and essential work that they do.

<https://seattle.aiga.org/2020/09/you-grow-girl-team-rise/>