



## Follow-up assignment options: IN935C Designing the User Experience

**Due date: Tuesday, December 1<sup>st</sup> 10:00am via e-mail**

### Option 1: Google Bank

Imagine you are an employee (or a consultant to) Google, working with the new product development team. Google's Board of Directors has just decided to create a new business unit, Google Bank, and has set a vision to offer online and mobile banking. This new offer was created in part to bolster sales of its Android mobile operating system, as well as the next generation of Google Phone handsets. The emphasis of this vision is creating a "digital wallet," thinking about cash and credit/debit cards as its chief competitors, as well as already-established online banks. You may reflect on your own experiences with banking and transactions to help define the needs and requirements. The Board of Directors would like to see examples of this vision during its next meeting.

**DELIVERABLE:** Create storyboards that illustrate two (2) key task scenarios and provide narratives of user and system actions. The number of individual screens/states is up to you, as are the channels (web/mobile/desktop/etc.) and form factors (touchscreen/qwerty/etc.). The visual design may be very basic (black-and-white wireframes) or incorporate some visual elements of the Google brand.

### Option 2: Improve an existing user experience

Identify a user experience from your personal or work life that you feel needs attention and re-design it. Explain briefly why you feel this user experience could be improved; try to reflect on what was presented and discussed in class, or other sources as part of your argument. You may include anything as part of this 1-2 page rationale: navigation, functional grouping, nomenclature, skeletal layout, etc. If helpful, below is a list the group created as dimensions of "A Great User Experience." But again, you may cite any other sources that you wish.

- Don't give me more than I need
- Anticipate needs
- Be accessible [anticipate disabilities]
- Make it a learning experience
- Don't let me shoot myself in the foot
- Don't make me think
- Be a part of something larger
- Provide feedback
- Be sticky: make me want to go back
- Use human language
- UX 101: Help me find what I want

**DELIVERABLE:** A 1-2 page written reflection or other evidence for why this particular UX should be re-designed. In addition, you should include existing screenshots or other documentation, and PLEASE remove or cover up any personal or confidential information. Create storyboard(s) that illustrate your recommendations for improving the experience and provide narratives of user and system actions. The number of individual screens/states is up to you, as are the channels (web/mobile/desktop/etc.). The visual design may be very basic (black-and-white wireframes) or incorporate some branded look-and-feel elements.