

Course: 888344 Digital Innovation Development for Entrepreneurs
Coursework Project: 40%

Project Description: Students are required to perform a full, complete project involving a contextual design for a digital product or service. This includes a completed contextual inquiry, work modelling, prototype design and interface.

Project stages and deadlines:

There are three distinct stages of the project with deadlines for coursework:

Stage 1:

Contextual Inquiry weeks 1 to 4

Deliverable: proposal report (with contextual inquiry)

Deadline: Friday 12th July (week 4)

estimated evaluation: 15%

Stage 2:

Work modelling weeks 5 to 8

Deliverable: progress report (with models & 'vision')

Deadline: Friday 9th August (week 8)

estimated evaluation: 25%

Stage 3:

Design weeks 9 to 14

Deliverable: final report (include everything)

Deadline: Friday 4th October (week 14)

estimated evaluation: 35%

Presentations Monday 7th & Thursday 10th October

estimated evaluation: 25%

Stage 1: Choose an appropriate project. Perform a complete Contextual Inquiry. Complete this stage with a report of your findings in a project proposal. This will act as a requirements specification for your project.

Stage 2: Work modelling includes flow, sequence, artefact, cultural and physical models appropriate for your project. This analysis stage models all the system information and is summarized in a 'vision'. The vision completes the first phase of your project.

Stage 3: The user interface prototype design completes your contextual design. Stage 2 is followed by the vision described using storyboards. These are complimented with details seen in an affinity diagram. The design will be of significant detail that a user can understand how to use the product.

Submission:

Do not plagiarize. Any report containing any plagiarized text will be awarded a zero mark.

To submit your work either hand in a hard copy or send an email to Ajarn Séamus at drseamuslyons@gmail.com. Include your name, student id number, project name and attach the Word document.
