

## Project Milestone 1: Needfinding Deliverable

The goal of this milestone is to analyze the data you have collected during needfinding activities and summarize the findings.

At this point, you should have finished conducting interviews with different types of potential users of your product. Depending on the size of your team, you should have completed 4-8 interviews by now. In this milestone, you will analyze the data you have obtained from these interviews, and extract key design insights from them.

You are asked to submit a report including:

- **Affinity Diagram:** Analyze your interview notes together as a team, and create a single affinity diagram using the process we have described in class. Include a screenshot of the affinity diagram in the report. In addition, provide explanations on what are the key themes that you have identified from the interview data, what are the relationships between different themes (e.g., hierarchy of themes, relative importance of themes), and what are the design implications you have learned from these analyses (e.g., what would be a good feature to design; what should be kept in mind when designing your product?).
- **Personas:** Create at least 3 distinct personas of your product using the persona template (provided as an attachment) based on your analyses of the interview data. For each persona, include a screenshot of the completed persona template in the report. Make sure that your personas have covered users of your product who play different “roles.” For at least one user role, you should also include different personas reflecting different types of users sharing that role.
  - (Bonus, 2 points): To ensure that the fictional details of your personas are grounded in real data, you can consider to design a survey/questionnaire, distribute your survey to a larger pool of potential users, and use the responses from the survey to help you create a more realistic persona. If you choose to do so, please include in your report your survey questions, and explain how the results of your survey help you fill out the details of the personas.
- **Scenarios:** For each of your personas, create at least 2 written scenarios: in one of the scenarios, please reflect the persona’s current struggle/frustration, while in the other scenarios, please reflect the persona’s hypothetical experience using your product. Recall that scenarios should include as much unique details as possible. However, when describing the persona’s hypothetical experience using your product, you do not need to include details on how exactly the persona interacts with your product for now (those are details that need to be filled in later in the “design alternatives” stage). Instead, you should focus on describing who is using your product, the context of use, what triggers the persona to use your product, what does the persona hope to accomplish with your product, what is the end result of use, and how the personas feel in the end.
- **Background research:** Search online to see if there are any existing solutions to the problem that you aimed at solving. Include in your report the description of the most similar existing product to your project. Describe whether this product satisfy the needs of your personas, and how you could learn from it to improve your design (e.g., what is still missing; what features are interesting/confusing?).