MI 488/ IAH 205: Information and Communication Technology Development
Design Project Assignment #4: Developing a Design Brief (30 points)
Due Before Class on March 22. When you are finished *upload to D2L. Please bring your sketch to class.*

At this stage of the project, you have created sketches and prototypes of design concepts aimed at addressing your team's design challenge (related to health, agriculture, entertainment, etc.). Here, we are asking you to reflect on your learnings from the course, primarily through readings and discussions, as well as what you've gained from in-class critiques and feedback from Egerton students. This reflection process should help you refine your design concept and collaborate effectively with one of our Kenyan designers to further develop it.

The goals of this assignment include:

- Refining your design ideas/concepts through a competitive analysis
- Preparing a design brief to share with the designer team (e.g., Dr. Njue and Beverly Senda).

Before you develop your brief, you will conduct a brief competitive analysis. A competitive analysis is the process of examining similar products related to your design challenge to learn about their strengths and weaknesses in relation to your concept. This exercise will also allow you to apply what you have learned in the course to think critically about existing technologies.

What to do:

- Reflect on what you learned during our in-class critique, as well as the feedback you received from the Egerton students and decide which one of your design concepts you want to refine.
- Look online, talk to the Egerton students and/or the professors, and **identify three existing products/technologies which are similar to your chosen design concept.**
- Then, using the provided template, note the name of this technology, where you learned about it (e.g., website or reference), and provide a brief overview (30-50 words) that explains the product and how it relates to your chosen concept.
- Finally, reflect on what you have learned in the course, in particular, what you have learned from the assigned readings, and write about the strengths and weaknesses of each competitive product you have found (~300 words). Note you are expected to write about the strengths and weaknesses for each existing product (complete three templates). Please avoid copying and pasting the same information for each concept; instead, draw on what you have learned and think critically about how the products you have identified might address your design challenge and how they might fail.
- Now you are ready to prepare your design brief. Please use the following to guide you in developing your brief:

  - Restate the design challenge/problems you are addressing. This statement should be clear and concise (25-40 words).
  - Motivate this problem. Consider drawing from the articles you reviewed in your earlier assignment and/or identifying new ones. Describe why your problem is important. Who does it most affect (e.g., farmers, women, rural residents)? What

are the consequences if the problem is not addressed? Have there been prior attempts to address it? (~350 words).

- Describe your design concept. What is it? What is its primary goal? What motivated/inspired your idea? How is it an improvement over other technology? (~125 words).
- Describe what you hope to achieve with your design concepts (e.g., improve access to health information, provide a sustainable way for maintaining a charged mobile phone, provide a livelihood strategy for local musicians) (25-50 words).
- Provide the designers with some guidance on how to make your idea. Note that some of these questions might not apply to your project (50-200 words).
  - What materials should be used?
  - What fonts and colors do you want incorporated into your design? What language(s) should be used?
  - Is the system for a mobile phone? If so what kind?
  - What additional information do you need to convey to the designer?

- Finally, create a sketch that effectively communicates your design idea. Draw on what you learned about sketching in class. Make sure to add annotations and draw various perspectives so that you can effectively communicate your idea to the designers.

How will it be graded?

30-27 Points – The assignment demonstrates mastery of ideas and their application; creativity, rigor, and sophisticated thinking. It is well-written, clearly by the student, and represents the best work of the class. The assignment exhibits deep knowledge of concepts discussed in class and thoughtfully draws from the assigned readings. The design brief and accompanying sketch are thorough, providing sufficient information to the Kenyan designer.

26-24 Points – The assignment is complete but not as high-quality as it could be. The competitive analysis is weak and fails to integrate knowledge from the course. The assignment lacks the student's voice, and the design brief is missing important information.

22-0 Points – The assignment seems rushed, poorly done, and incomplete.

Include a screenshot of product here.

Your Name:
Team:
Name of Competitor's Product:
Website/Reference:

Description of the product and how it is similar to your concept (30-50 words).

Overview of product's strengths and weaknesses (~300 words) *Remember to draw from what you have learned in the course when writing this section.*

Include a screenshot of product here.

Your Name:	
Team:	
Name of Competitor's Product:	
Website/Reference:	

Description of the product and how it is similar to your concept (30-50 words).

Overview of product's strengths and weaknesses (~300 words) *Remember to draw from what you have learned in the course when writing this section.*

Include a screenshot of product here.
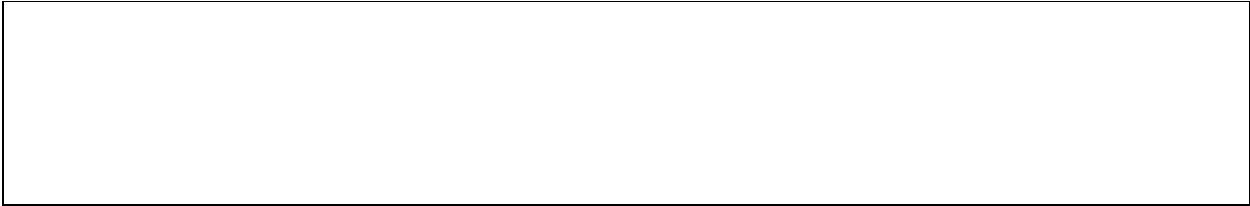
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Design Brief

Restate the design challenge/problems you are addressing (25-40 words).

Motivate this problem (~350 words).

Describe your design concept (~125 words).

Describe what you hope to achieve with your design concepts (25-50 words).

Provide the designers with some guidance on how to make your idea (50-200 words).

Create a sketch that effectively communicates your design idea (use template).