

Visual Interface Design

Project 4: The MP3 Player

We learned about the basic elements of user experience in Project 1 and put those elements into practice with a web form in Project 2. Then we built something of greater complexity and sophistication: an ecommerce website in Project 3. Now for Project 4, we're turning our skills to designing an application: an MP3 player.

Like in Project 3, for this application, you will design *all* the planes of the elements of user experience: Strategy, Scope, Structure, Skeleton, and Surface. (The business strategy is provided on the next page.) We'll be going through the same general design process we did for Project 3.

Unlike previous projects, you will be working in self-selected teams of 4-5 people for this project. I strongly advise you, in the next week, to assess the skills of your team members and divide up the work for the next month, focusing on the strengths of those on your team.

Also unlike previous projects, each team will present its work to the class for each milestone. One or more people will have to present the deliverable. You will have 10 minutes to present, then another five minutes of questions.

You will likely use multiple pieces of software to make the many documents for this project. I want to impress upon you again how important it is that those documents look professional. Design is about making arguments: "It should look like *this*. It should work like *this*." Your documents support those arguments.

Due Dates

Tuesday, March 30: Teams (via email)

Thursday, April 1: Personas

Tuesday, April 6: User Scenarios and Task Analysis

Tuesday, April 13: Screen Map, Task Flows

Tuesday, April 20: Wire Frames

Thursday, April 29: Visual Treatments

Thursday, May 6: All Final Documents including Style Guide (burned on CD)

Business Strategy

The success of DJenerates.com has left them with a surplus of cash and a surplus of ideas. One of those ideas is to create an MP3 player that would compete against iTunes and Windows Media Player and would be integrated with their site, allowing users to purchase songs right from the MP3 player directly.

The MP3 player doesn't exclusively play only DJenerates music, however. The owners want to keep the "use any format with any music" philosophy. They would, however, have no problem with the application suggesting related or recommended music (that they could buy from DJenerates.com of course) for the music people are listening to.

They also want to retain the scrappy, funky flava of their site in the application, and make it easy to import music from other devices into their application. They want to position this device as "the alternative to the alternatives."

They want users to be able to customize it to their preferences and specifications, making it simple to organize and play their music in ways that they want. They also want to let people burn CDs of their music or allow streaming over a network or the internet. They also think it would be cool if it could broadcast wirelessly, so that people around you with a wireless card could tune into the music you were listening to.

Djenerates isn't sure whether they want an application that is only on computers (a la Windows Media Player) or that also runs on a device (a la iTunes/iPod).