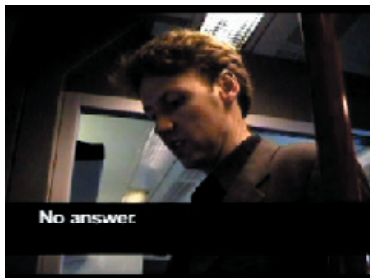


Design assignment

Ronny – ‘headhunter’ and father of two



Ronny is 40 and lives with wife and two children in the suburbs of a larger city. He runs a headhunting business, recruiting employees mainly in top management. Ronny is an advanced IT-user, combining laptop, palmtop (handheld computer) and mobile phone in his daily work. He wants to be available to his customers so he rarely turns off his mobile phone. But staying in touch with his loved ones is also of highest priority at all times, as long as it does not conflict with his role as a business professional. Ronny is on the commuter train on his way home and as usual he calls his son Jacob who is 8 years.



— He is a big boy now and walks home from school on his own, but I usually call him on my way from work, just to check that everything is alright.

This time there is no answer.

Assignment

The aim of this assignment is for you to demonstrate your abilities to complete our program in interaction design.

Your task is to develop and present one or more concepts for interactive digital products that supports Ronny in his daily communication with his family. To Ronny it is important to stay in touch with his family during daytime, coordinating activities and knowing that they are well, but this cannot compromise his role as a business professional. A concrete example is when Jacob wants to ask his dad if he can go home to a class mate and play after school. In this case Jacob needs to get in touch with Ronny who is in a business meeting. Ronny wants to receive a message from Jacob discretely and send a quick reply without disturbing the meeting.

Your presentation shall focus on

- The concept or concepts and how they work from a user perspective.
- The core aspects of interacting with the product: what does it allow the user to do, and how?
- Identifying and motivating your most important design decisions: why the chosen alternative and not others?

You can for example use sketches, scenarios and storyboards to present your work.

In our assessment of your work we will focus on how well you handle a user perspective, your ability to generate and evaluate design ideas, and your ability to focus on the important aspects of the design work.