Third Project Milestone: Ideate
The goal of this milestone is getting ready for prototyping. To do this, you will build on your previous milestone to design three task examples and analyze how these tasks can be performed by the personas. Then you will have some ideas on which features to include. Prioritize the features, and sketch out the design.

Here is what you need to do:
1. Come up with 3 task examples. A task example is a complete task that one of your personas, under a specific circumstance, use your product to solve a problem. This problem should be a sub-problem of your defined problem. This pertains only to the persona's experience.

2. You need to analyze/reflect on each of your task examples and determine to what extent they are supported in current practice (perhaps through existing technology, or through non-technological means), identifying both the positive and negative aspects of this practice. This helps to further clarify the problem.

3. Give a priority list of the features in your mind in these four priorities: absolutely must include, should include, could include, could exclude.

4. Experiment with different design sketches and conceptual models by breaking into smaller groups, using all of the absolutely must include features.

5. Assess the sketches and combine them to create the final conceptual model and a storyboard for the group design.

6. Write a report of no more than 5 pages excluding sketches and storyboards. The report should follow the specified template below.

   a. **Task Examples** - interface independent, distinct, fairly broad coverage, consistent with personas and other parts of the project. (9 points)

   b. **Task Analysis** - one paragraph for each task example focusing on the design implications. Images can be added if necessary. (6 points)

   c. **List of Features**- just give the absolutely must include features and justify their importance. (6 points)

   d. **Final conceptual model+storyboard.** Specifically, it needs to include:
      i. Describe the conceptual model in one sentence or a short paragraph.
      ii. Identify each of the following items as appropriate for your conceptual model: metaphor, concepts, relationships, mapping, terminology, interaction types, and interface types.
      iii. Identify its strengths and weaknesses of the model in separate bullet-point lists. (10 points)

e. **Team Members' Contribution** - use a few sentences to describe what each member has done. (1 point)

Total: 30 points