

## **Second Project Milestone: Define**

The goal of this milestone is to define the problem you want to solve. To do this, first, you need to decide on a specific problem that you want to solve. You will create personas for that specific problem. Then, you need to do some research on what solutions exist so that you do not duplicate work. You will write a report based on your findings.

Here is what you need to do:

1. Define a problem based on what you have done in the previous milestone. This definition should specify your target population, and under what circumstances they face the problem.
2. Discuss in what direction you can work on to solve the defined problem. Come up with multiple possible directions before deciding on one. Consider all possible platforms (desktop, mobile, wearable, kiosk), and the “feel” of it.
3. Create 3 personas, preferably one primary, one secondary and one anti-persona.
4. Search online to see what are the existing solutions to the problem for your specified personas. Also, find out what would be helpful for your design.
5. Write a report of no more than 5 pages. The report should follow the specified template below.
  - a. **Problem Description** - one crisply written paragraph which clearly identifies: the population being targeted, the specific human behaviour/activity/practice in need of support, and justifies briefly why support is needed. (4 points)
  - b. **Design Direction** - include your direction and the justification. Identify if you need any resources and how would you obtain them. Include images if needed. (4 points)
  - c. **Personas** - 3 full personas. (12 points)
  - d. **Background Research** - describe what exists and what may be helpful. (4 points)
  - e. **Team Members' Contribution** - use a few sentences to describe what each member has done. (1 point)

**Total:** 25 points