First Project Milestone: Empathize

The goal of this milestone is to decide on a project topic and collect data for it. You will analyze your data with the aid of an affinity diagram, and then report any inferences for design from your collected data. You will write a report explaining the reasons behind the topic chosen, the data collected and inferences made.

Here is what you need to do:

1. **Observe around yourselves to find out problems that could be solved using technology**. Have at least 2 ideas to bring to class for discussion.

2. **Come up with 3-5 good focal points to do further research on**. To do this, first, discuss with your group and decide on a general direction, eg. How can we improve reading research papers by using new technologies? Then find out 3-5 specific directions within this scope, eg. how to find research papers, reading papers from another field, etc. These more specific directions are the focal points.

3. **Create questionnaires, and perform interviews** for these focal points on your target group of people. Your questionnaire should contain at least 10 questions and be given to at least 5 people. Furthermore, you need to take interviews of at least 3 people.

4. **Create an affinity diagram from the data you have collected.**

5. **Analyze your results to find out anything useful for your product design.**

6. **Write a report of no more than 6 pages**. The report should follow the specified template below.
   a. **Focal Points** - mention your foal points and provide reasons for choosing them (4 points)
   b. **Study Methodology** - describe your methodology and the reasons behind it. Why did you choose this type of interview? How did you design the interview questions? (4 points)
   c. **Participants Demographics** - who are your participants (describe participants' demographics but do not identify them)? Why did you choose them/why are they relevant to what you are studying? Are they representative enough? (4 points)
   d. **Affinity Diagram** - can be a picture or a digital version. (6 points)
   e. **Findings** - what are the conclusions you made from your interviews/questionnaires? The findings should refer to your interview/questionnaire data and affinity diagram. It is better to group findings under subheadings if some of them are similar. If needed, you can use images/figures/diagrams. (8 points)
   f. **Takeaways** - write the implications for the design based on the previous sections. What would be good as a design feature? What should be kept in mind when you design your product? (3 points)
   g. **Team Members' Contribution** - use a few sentences to describe what each member has done. (1 point)

Total: 30 points