

Project X Design Brief

Your Name

IMM 280-01 Spring 2015

## **Project X Design Brief**

### ***Project Overview***

Describe your project. Where is it, what's it communicating, who's it for, how is it presented (web, mobile, kiosk, installation, etc).

Keep in mind that this is a living document, meaning that as you progress with your project, you'll continue to update this document. In iterative development, you start out with a vision in mind, and quickly iterate build cycles, going from rough to finished.

### ***Team Members***

Are you working as part of a team? List your team members and what part of the project each will be focusing on. Team members must all submit separate Vision Statements.

### ***Target Audience***

Identify the project's target audience. Who is it speaking to? Kids? Seniors? Students? Adults? Include your user personas here. Are you targeting a narrow or broad group?

### ***Message & Content***

What is your project communicating? What content do you need to develop and what are your references? Describe what your process will be for generating your content. In what format will the resulting assets be? Who will be responsible for generating the content, and in what language? Include your user stories here.

### ***Architecture***

Describe the components of your project:

- What hardware will you need?
- Where will your content assets live?
- How will your users access the content?
- Do you need a database?
- An API?
- Provide a drawing of your system.

- What components are available through the department?
- Which will you need to provide?
- Justify what platform(s) you plan to use (Twilio, FrontlineSMS, Ushahidi, Freedom Fone, other) based on your target audience and message
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### ***Time Line***

Provide a rough schedule to plan how you'll progress through the rest of the semester on a weekly basis. Use the syllabus to help your plan. What do you want to accomplish each week between now and your final demonstration? Include any intermediary demonstrations and plans for testing.

### ***Budget***

Make a list of materials you'll need to complete your project and include cost estimates.