Project Definition Document for Final Project

1. Define the project/topic for which you are going to create the interface. What will users accomplish with the interface?

The purpose of the project will be to create the front end of a web app for looking up current conditions at ski resorts. Users will use the app to find current weather conditions, trails/runs open, snowpack levels, and firsthand reports for resorts of their selection.

2. Why do you want to develop the interface? Or What will the interface accomplish?

The interface will accomplish the purpose of providing a way for winter sports enthusiasts to quickly and easily find the relevant information they need to decide which resort they should visit at any given time.

3. What are the primary tasks users will perform with the interface?

Users will be able to search for specific resorts, detect resorts near them, sort resorts by conditions (current temperature, snowpack, current rating), rate resorts, and filter results by a variety of criteria.

4. What services/features will users want?

Users will want autolocation (detect their current location with GPS), a favorite resorts shortlist, and the ability to easily search, sort, and filter results.

5. What are the primary goals of the interface?

The primary goal of the interface is to provide a fairly limited set of data to the user on request, in a streamlined and simple fashion.

6. What value will the interface provide to users?

The value will be in providing people with one simple interface to look up this information, rather than navigating a variety of websites, etc., to glean this information. From a business perspective, the app will be free to download and use, and if sufficiently popular can earn significant revenue through targeted advertisements to users.

7. Based on your response to question 6, write a value proposition statement that
explains the value of the interface (or the product you are creating) in one sentence or less. This statement can help guide your design and development efforts.

The value will be in providing people with one simple interface to look up this information, rather than navigating a variety of websites, etc., to glean this information.

8. What do you want people to think of when they think of your interface?

Ease, convenience, simplicity, modern look and feel, fun, snow.

9. Who are the intended users? Summarize their key characteristics? What do you know about them (age, computer expertise, connectivity, disabilities, etc.) and their activities or tasks –as related to your topic/project?

The core users group would be skiers and snowboarders; although these people fall into all age ranges, probably the majority would be between 16 (have a driver’s license and able to plan trips) and 60. Most would have smartphones, so the app must be optimized for mobile usage. They will be reasonably tech-savvy and be able and comfortable at least with accessing the app from a laptop or desktop computer.

10. If this project is an existing interface (e.g., website), then what is inappropriate, ineffective, or inefficient about the way the interface supports the tasks you defined in question 3 above and why would people benefit by switching to the interface you propose?

There are a number of apps available to provide skiers with such information, but my project would focus on providing a limited data set with maximum convenience and simplicity – most such apps have a variety of extraneous features (e.g. fitness trackers, trail guides through Google Maps), but this interface will be extremely streamlined and focused on providing the information required to make a decision on where to go skiing in the very near future.

11. How do you plan to approach the design problem? What methods, approaches, designs, ideas, etc. do you have that will enable you to improve the design (if a site already exists) or the current situation.

The design approach will be to create an interface that relies on flat design to create a minimalist feel, with extraneous design elements kept to an absolute minimum. Data presentation should take first place, and navigation should be kept to the minimum required to present the data a user wants to display.