

The guidelines for the final pitching.

Every team will have 5 min. to present their concept + 5 min. for questions and comments.

The things to present are the project concept, the work that have been done by team and team members (roles, background, skills). The main thing is that audience who never heard about the topics should understand the main project idea. In addition, as we were asking you to create a digital prototype of your service / product, we expect you to present it during the final pitching competition. The scale, format, interactivity of your prototype is up to you. All the projects are different, thus, we don't want to narrow down your creativity. But you have to show something to the public: sketches, wireframes, digital prototype, "theater" play, video etc.

The nominations for competition are:

- Best business potential
- Best social impact
- Most disruptive (innovative) idea

The FIRST DRAFT OF PROTOTYPE
should be ready BEFORE JENNI'S
SESSION 13.08

FLOW

3pm meeting at the gate

Every team divides itself into two parts: 2/2

1 assignment

1 pair will analyze Flow festival experience using the methodology of think aloud protocol.

Think-aloud protocol is a method that requires participants to verbalize what they are doing and thinking as they complete a task, revealing aspects of a situation that delight, confuse, or / and frustrate.

You should present the outcome of your work in the form of the customer journey with the points of interactions and specification what was good and what could be improved. The outcome should be presented in pdf format with the visualization of customer journey and explanation of the point of interaction.

Customer journey is the path of sequential steps and interactions that a customer goes through with experience, product and/or service.

2 assignment

2 pair of students will make customer research at the Flow site by making interviews with festival participants.

You will work as a design team by conducting focus interviews with Flow participants (in the same way as you did for your project). You can use our list of questions, but feel free to modify them and/or add new questions.

One of the biggest topics of Flow is sustainability. By making interviews, we would like you to pay special attention to how visible sustainability is at the Flow site.

We expect you to make together at least 4 interviews. One of you can ask questions, another – take notes.

The draft of questions to ask participants:

- Could you provide your age, gender, probably, nationality. (Don't ask for participants names and contact information. The interviews are anonymous unless interviewees agree to give the information about them to Flow for further research)?
- Why you came to Flow festival?
- With whom did you come? For how many days?
- How did you know about Flow?
- How did you reach the Flow site?
- What is your best experience at Flow so far? Why?
- What is your worst experience so far? Why?
- What makes the Flow festival THE FESTIVAL as it is?
- How would you describe the atmosphere of the festival?
- How do you find the selection of musicians, bands? Why?
- How do you find the site state (clean, dirty)? Why?
- How do you find the food? Why? Where did you eat at Flow?

3 assignment

2 teams (of 4 people) should make a user experience design testing of the Flow website or the Flow application. As a result, you will provide a report of UX issues in a way how Juska told you