

Group assignment 2020

The aim of the group assignment is to design a series of prototypes and reflect on their role for thinking and knowledge production in a design context. This year's challenge is to design prototypes that enhance the understanding of design alternatives and forces that influence food ordering and delivery conducted by grocery stores.

In recent years, there has been increased interest in services that provide weekly menus, including ingredients, for customers to cook in their own homes. Unlike these services, grocery stores are also increasingly providing the opportunity for customers to *choose their groceries online and get the food delivered to their homes – without recipes or other associated services*. This is the type of service we are focusing on during the group assignment.

The assignment is divided into three steps:

1. **Artefact** – design an artefact that can be used by grocery store employees to access orders, choose groceries and put them in bags to be stored and delivered. There is a wide range of possible artefacts that can support this activity and the group can decide to focus on a specific part of the activity, or the whole thing. It should be only one artefact however, so the more it should do, the more complex the solution must be. Several iterations focusing on different aspects of the solution will be prototyped during the first step.
2. **Context** – in the second step we will start to consider, and prototype, the context in which the artefact is going to be used. We use different approaches that let us explore and learn what is a good solution for the specific challenge at hand.
3. **Service** – in the third and final step we will prototype the whole service from start to finish. This means we will have to find meaningful start- and finish points in the service, as well as some way to deal with the additional complexity of representing multiple contexts.

Presentations

Presentation 1 should include the following

- A description of your latest prototype for an artefact to pick and/or pack food. Include the prototype itself in whatever format it is manifested. Document as a **storyboard**
- An **illustration** of what the sounds of the service are. Show how certain intentionally designed sounds might come into play at various moments of using the artefact, as well as what other sounds might sound like and how you want to control or influence some of them (e.g. by changing materials, covering, softening, etcetera)
- A **piece of music** that illustrates the experience of picking and packing the food with your artefact. Also, a motivation for why you chose that piece of music.

Presentation 2

- The open representations of ideas
- Documentation from the bodystorming exercise (including images) and findings
- The current version of your desktop walkthrough prototype including a video that shows the process in the store
- Your insights from using desktop walkthrough

- The task analysis results:
 - o (at least) three different main tasks described
 - o A visual description of task analysis as a design tool compared with other (comparable) visualization tools in design

Presentation 3

- The groups will not present a final solution during the last presentation. Instead, the latest representations of the solution will be introduced and showcased. The final group presentation will also be used to discuss the various representations that has led up to the final prototype
- The workshop material before and after your workshop with the other group(s)
- Visualize result of the workshop
- Value map, customer journey map and documentation from 1 ongoing representation
- Reflections and insights from all of the above