

Toronto Film School

Assignment Title: Validation

Due Date: Week 11 at the beginning of class

Worth: 30 %

Learning Outcomes/Description

As we end the Design Thinking process, our final stage is User Testing, otherwise known as Design Validation. In this assignment we will employ the lessons learned throughout the entire course, but now prepare a user testing script and conduct a user test with a prototype.

Materials Required

Pen & Paper, Design Software, Internet

Detailed Instructions

Design validation may be one of our most important tools when it comes to designing for users. How will we know our design assumptions are correct without proper testing with the users that will be interacting with our product?

In this final assignment you will use the entire design thinking process and design a user interface for a car's dashboard- specifically it's center console. It will include:

- Home screen
- Music: radio
- Music: Spotify/iTunes
- Map / directions
- Settings
- Any other screens uncovered during your user research

In addition, you will test your prototype with at least 3 users (online or offline). After your testing is concluded, you will compile your findings and systemize user feedback into revisions for your prototype. Explain your design choices based on your user feedback.

Keep in mind, that when it comes to automobiles, one size does not fit all, and nor should its car's interior design. Identify your users and design your dashboard for them!

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This assignment will be presented in class in front of your peers. Your presentation should include:

- user research
- user persona
- ideation notes
- lo-fi prototype
- testing script
- revised prototype based on feedback

Submission (File type, naming convention)

The name of the project folder and the file should follow the universal nomenclature:

CourseCode-Semester-ProjectName-StudentName

Your project folder should include the following:

- ☐ All research material outlined above
- ☐ Final assignment in PDF format

E valuation Rubric

Competencies Demonstrated	Grade
Research	/5
Using user research methodologies	
Parsing of user data	
Users	/5
User persona and outline of pain points	
Testing	/10
Relevance of user questions	
User insights and feedback quality	
Prototype	/5
Employed design fundamentals	
Relevant updates to prototype	
Presentation	/5

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	Ability to explain your work	
	Overall design of layout and typography	
	Spelling, grammar and language of written element	
	Total	/30