NSCAD | Class 2 | Mini Project: Downtown Launch of Apple iWatch

Institution	**NSCAD**
Course	**Intro to Interactive Design**
Class	**Nov 7**
Mini Project	**Launch of the new Apple iWatch in downtown Halifax**
Grading	**5% of course**
Final Work Due	**Nov 14 @ 9 AM ATL	email to adamoutsidethebox@gmail.com**

Dramatic Introduction

You work for the Apple store in the Halifax Shopping Mall. Internally they run a staff contest for anyone to come up with an idea to launch their new iWatch (coming out this Christmas). They are willing to put in good money (budget below) to get people excited about the product. To maximize impact then want to execute downtown Halifax. You and your two coworkers decided to team up and come up with an idea worthy of a nice raise and promotion. Not to mention it has to be so cool that everyone will talk about it in years to come.

Project Criteria

- Total budget of maximum $20,000 (includes hardware, online components, display, location booking, equipment rentals, etc.)
- No limitation on size or weight but components must be transportable in a large-sized van
- Experience must extend outside the downtown experience (either by time or location)
- Free access to power, Internet connection, and maximum 2 staff
- Experience must pass all safety and fire inspections

Deliverables

1. Decide which app you will focus on in your promotion
2. Decide on 2 to 3 goals related to promotion of the product
3. Come up with an idea for the experiential display / experience
4. Write a script + illustrations that describes the entire user journey
5. Develop a story board explaining the experience
6. Bonus: Design 1 to 2 interfaces for the experience

Evaluation schema provided on the next page.

NSCAD | Class 2 | Mini Project: Experiential Movie Launch Display

Your Name	
Teammate A	
Teammate B	
Mini Project	**Experiential display for a new movie launch in Dartmouth Crossing**
Project Title	

Evaluation: 5% of total course grade

Deliverable	% Worth	Criteria
Goals	10%	1. Clear 2. Relevant to movie promotion 3. Achievable 4. Measurable
Idea for the experiential display	20%	1. Achievable 2. Innovative 3. Effectively communicates the desired message 4. Measurable 5. Matches goals
Script + Illustrations explaining the user journey	30%	1. Shows entire journey 2. Clear division into stages / scenes / experiences 3. Quality of script 4. Quality of illustrations 5. Clear walk-away / next step
Storyboard explaining a specific user experience	30%	1. Clear 2. Achievable 3. Well explained user interaction 4. Can be user tested 5. Quality of storyboard
How teammates score your project effort	10%	Score between 1 to 5 (highest) for: 1. Personal effort 2. Team cooperation 3. Quality of work
Bonus: 1 or 2 interfaces of the user experience	+10%	1. Achievable 2. Innovative 3. Quality 4. Match goals
Total	**Max. 100%**	
Final student grade		