



# University of Wisconsin Stevens Point

STEVENS POINT • MARSHFIELD • WAUSAU

## Interactive Mood Boards to Teach University-Level Design Problem Solving, Accessibility, and Interviewing Techniques

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## Slide 1

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**RJ1**

Resch, Jenny, 9/30/2019

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# Bio

Tim Krause, PhD

University of Wisconsin – Stevens Point

Professor and Academic Director for

Applied Computing (BS)

Information Technology Management (ITM)

Degrees also conferred in: Computer Information Systems (CIS, BS), Cybersecurity (MS), Data Science (MS), and Web Development (WD, BS)



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# Overview

- Mood Board Assignment
  - Core Example
  - Sight Differences, Deuteranopia and Protanopia
  - Grading Rubric
- Interviewing Techniques
  - Establishing Ground Rules and Questions
  - Grading Rubric



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# Overview - Continued

- Final Prototype
  - Assignment
  - Core Example
  - Grading Rubric



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# Overview - Students

Computer Information Systems

Web Development



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# Assignment

Create a mood board based on a song lyric, poem or selection from a creative piece.

The mood board should consider accessibility best practices and should also include one aspect or approach you believe is unique.



# An Example

And in the poem Poet Warrior  
Called to the winds, her relatives.  
They flew into her lungs.  
She called on the panther  
Who showed up in the poem,  
Sleek and black.  
She climbed on panther's back. Century Gothic Pro 16

**HEADER 1** COPPERPLATE 24, #F2F2F2

**HEADER 2** COPPERPLATE 22, #D9C2AD



eyasketv vrakkueckv  
fvccetv emenhonretv  
hoporrenkv en'homahtetv  
Century Gothic Pro Italic 16, #59458C

**POET  
WARRIOR**  
COPPERPLATE 30,  
#F2F2F2



panther black #222326	steel blue #5F6873	trail brown #D9C2AD
mountain rock #A68A7B	ivory white #F2F2F2	poet warrior #59458C

Music: Harjo, Joy. "Flute Loop One" Winding Through the Milky Way, 2008.



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# Alternative 1: Deuteranopia





## Perspective

And in the poem Poet Warrior  
Called to the winds, her relatives.  
They flew into her lungs.  
She called on the panther  
Who showed up in the poem,  
Sleek and black.  
She climbed on panther's back. Century Gothic Pro 16

**POET  
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fvccetv emenhorretv  
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Century Gothic Pro Italic 16, #59458C

Music: Harjo, Joy, "Flute Loop One" Winding Through the Milky Way, 2008.


panther black #222326	steel blue #5F6873	trail brown #D9C2AD
mountain rock #A68A7B	ivory white #F2F2F2	poet warrior #59458C







# Alternative 2: Protanopia Perspective

And in the poem Poet Warrior  
 Called to the winds, her relatives.  
 They flew into her lungs.  
 She called on the panther  
 Who showed up in the poem,  
 Sleek and black.  
 She climbed on panther's back. Century Gothic Pro 16

**POET  
 WARRIOR**  
 COPPERPLATE 30,  
 #F2F2F2



**HEADER 1** COPPERPLATE 24, #F2F2F2  
**HEADER 2** COPPERPLATE 22, #D9C2AD

eyaskeiv vrakkueckv  
 fvccetv emenhonretv  
 hoporrenkv en'homahietv  
 Century Gothic Pro Italic 16, #59458C

Music: Harjo, Joy, "Flute Loop One" Winding Through the Milky Way, 2008.

panther black #222326	steel blue #5F6873	trail brown #D9C2AD
mountain rock #A68A7B	ivory white #F2F2F2	poet warrior #59458C



# Grading Rubric

## Mood Boards

Mood Boards				
Criteria	Ratings			Pts
Discussion Posting	<b>5 pts Full Marks</b> Contributed discussion post that included both the item for your mood board, and reason for selecting it.	<b>3 pts Needs Improvement</b> Missing reason for selecting or enough detail on the item selected.	<b>0 pts No Marks</b> Did not complete, or did not complete on time.	5 pts
Discussion Response	<b>5 pts Full Marks</b> Contributed a response that offered feedback or suggestions that were actionable and thoughtful.	<b>3 pts Needs Improvement</b> Contributed a response, but with little meaningful or actionable contribution.	<b>0 pts No Marks</b> Did not complete, or did not complete on time.	5 pts
Fonts	<b>10 pts Full Marks</b> Font treatments, as appropriate, provided examples for body, headings, links and other elements, including meta-data (font family, size, weight, color, etc.). If an element is not included mention why in your design rationale.	<b>5 pts Needs Improvement</b> Fonts may be missing meta-data (font family, etc.) or may not support overall approach.	<b>0 pts No Marks</b> Fonts missing with no rationale.	10 pts
Images	<b>10 pts Full Marks</b> Images, illustrations, and textures as appropriate, and consistent with the overall mood or theme of your board. If this element is not included mention why in your design rationale.	<b>5 pts Needs Improvement</b> Visual elements may be missing or inconsistently support your mood board.	<b>0 pts No Marks</b> Images missing with no rationale.	10 pts

Sample Text and/or Other Supporting Elements	<b>10 pts Full Marks</b> Sample text should be supportive and evocative of your mood board. If an element is not included mention why in your design rationale.	<b>5 pts Needs Improvement</b> Sample text and/or other supporting elements may be missing or inconsistently support your mood board.	<b>0 pts No Marks</b> Sample text and supporting elements are missing.	10 pts
Overall Synthesis and Design Rationale	<b>8 pts Full Marks</b> All elements of your mood board cohesively, consistently, and thoroughly support the piece of creative work that you selected.	<b>4 pts Needs Improvement</b> Elements may work fine as stand-alone elements, but may not fully come together as a mood board.	<b>0 pts No Marks</b> Either missing mood boards, or mood boards that appear to be collages rather than an effort at a cohesive piece.	8 pts
Unique Approach	<b>2 pts Full Marks</b> Your mood board contains one element not seen elsewhere in a mood board.	<b>1 pts Meets</b> You found an element at least rarely employed in a mood board.	<b>0 pts No Marks</b> Not included	2 pts
Total Points: 50				



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## Phase 2: Interviewing

With a partner, present your mood board.

Based on your partner's presentation, prepare a list of interview questions as though you were to design a prototype of a home page that follows from their mood board.



# Grading Rubric

## Interviews

Interviews					
Criteria	Ratings				Pts
Questions	<b>50 pts</b> <b>Full Marks</b> Questions are thorough and appropriate for a 10-15 minute interview, and number roughly 4-6 questions in total. Questions are open-ended and require participant to respond with answers that are not evident based upon the mood board they have shared.	<b>40 pts</b> <b>Needs Improvement</b> Questions may be limited in number, not always open-ended, and/or not always requiring additional clarification beyond what the participant provided in their mood board.	<b>20 pts</b> <b>Needs Significant Work</b> In addition to the shortcomings described in 'Needs Improvement', questions may also be too narrowly focused and/or demonstrate a lack of awareness and sensitivity to the participant's choices and direction in their mood board.	<b>0 pts</b> <b>No Marks</b> Missing or largely incomplete	50 pts
Notes	<b>25 pts</b> <b>Full Marks</b> Notes are thorough and complete, focusing on the dominant themes in the participant's responses without bordering on serving as a literal transcript.	<b>13 pts</b> <b>Needs Improvement</b> Details may be either a little overly detailed or sparse as responses relate to the task of developing a prototype as a next step.	<b>7 pts</b> <b>Needs Significant Work</b> In addition to the challenges noted in 'Needs Improvement', notes may be more significantly lacking in detail and/or lacking in understanding or empathy toward the participant's intent in their mood board and corresponding responses.	<b>0 pts</b> <b>No Marks</b> Missing or largely incomplete	25 pts
Evaluation and Recommendation/Direction	<b>25 pts</b> <b>Full Marks</b> Recommendations and assessment are supportive of a specific and detailed plan for a final prototype.	<b>13 pts</b> <b>Needs Improvement</b> Evaluation shows a lack of depth in recommendations and may have gaps in developing a plan for a final prototype.	<b>7 pts</b> <b>Needs Significant Work</b> Significant gaps exist in the evaluation and direction resulting from the interview.	<b>0 pts</b> <b>No Marks</b> Missing or largely incomplete	25 pts
Total Points: 100					



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# Final Prototype

Based on a combination of your partner's mood board, and the interview you conducted with your partner, create a prototype of a home page or first screen, based upon those two artifacts.



# Final Prototype: Rubric

## Prototypes

Prototypes					
Criteria	Ratings				Pts
Prototype	<b>75 pts</b> <b>Full Marks</b> The prototype effectively takes design elements from the mood board, makes any revisions or exceptions based on their participant's interview responses, and develops a consistent and appropriate prototype.	<b>65 pts</b> <b>Needs Improvement</b> In large part, the prototype demonstrates a consistent understanding and implementation of the design standard and expectation set by the mood board, interview questions, and best practices, but may require some minor revisions and clarification to be fully effective and impactful.	<b>33 pts</b> <b>Needs Significant Work</b> The final prototype either doesn't seem to have a direct relationship to either the mood board or interview responses, through some combination of carelessness, or lack of understanding of the direction set by those artifacts and data points.	<b>0 pts</b> <b>No Marks</b> Prototype is missing, turned in late, or in the incorrect format, and is therefore not gradable.	75 pts
Evaluation and Retrospective	<b>25 pts</b> <b>Full Marks</b> Evaluation effectively and thoroughly connects the mood board and interview with specific and intentional design decisions in the final prototype. Additional best practices for interaction design and accessibility are referenced appropriately.	<b>20 pts</b> <b>Needs Improvement</b> While there may be some connections between the mood boards and interviews with the final prototype, some may be missing or require additional explanation. Likewise, discussion of interaction design and accessibility best practices may also be limited or contain some inaccuracies.	<b>10 pts</b> <b>Needs Significant Work</b> There are significant gaps between the designer's understanding of their partner's mood board, interview responses, and/or interaction design and accessibility best practices.	<b>0 pts</b> <b>No Marks</b> Evaluation and retrospective is missing, turned in late, or in the incorrect format, and is therefore not gradable.	25 pts
Total Points: 100					



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# Final Thoughts

- Mood Boards allow for practice of individual work, and visual problem-solving
- Interviews allow for safe classroom based, collaborative, and oral problem-solving
- Prototypes synthesize above problem-solving techniques into a final deliverable





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# Next Steps

Integration with other UX artifacts as part of Agile process

Integration with Capstone and Internship (Co-Op) experiences



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# References

- [1] Bonnie J. Shamp Winstel. 2014. “UX for Lean Startups: Faster, Smarter, User Experience Research and Design.” *Technical Communication*, 61(2), page 134.
- [2] Guiseppe Getto and Suzan Flanagan. Nov. 2022. “Localizing UX Advocacy and Accountability: Using Personas to Amplify User Agency.” *Technical Communication*, 69 (4), pages 97-113.
- [3] Helen Sharp, Jennifer Preece, and Yvonne Rogers. 2019. *Interaction Design: Beyond Human Computer Interaction*. (5<sup>th</sup> Ed). New York: Wiley.
- [4] Louis Rosenfeld, Peter Morville, and Jorge Arango. 2015. *Information Architecture for the World Wide Web*. (4<sup>th</sup> Ed.). Sebastopol: O’Reilly.
- [5] Joy Harjo. 2021. *Poet Warrior: A Memoir*. New York: WW Norton.
- [6] Kathryn Grayson Nan. Jan. 2022. “Rethinking Tech Design with an Accessibility-First Approach.” *eWEEK*.



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# Q&A

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