Visualization and Information Spatialization Research
Project Brief

Project Name

Date

Owner

Description / Purpose

Experience Drivers

	Control		Access		Fit		Sense		Continuity	
LO	The extent to which people feel empowered to accomplish the things they want or need to do	1	The extent to which content, functionality, products & services and people are made available to or can be shared by a person.	1	The extent to which a person receives the right content and functionality at the right time.	1	The extent to which a person discerns a meaningful, emotionally relevant story.	1	The extent to which a person perceives that one interaction builds on the next.	1
		-		-		-		-		-
		2		2	How usable are the interactions? How well are the environments design for context of use.	2	How much does the interaction leave an impression, or enable expression.	2	How well does one interaction pick up from the last interaction and previous ones.	2
	How well do the interaction support a user's expectations of directing their experience	-	How easy is it for a person to become part of or affect, the experience.	-		-		-		-
HI		3		3		3		3		3

Schedule Stages

Activities

1   2   3   4

Related Output

Project Brief

Driver Matrix

	Engagement	Resolution	Volume	Realization
New Forms				
Physical Interfaces				
Media Architecture				
Collaborative Workflows				

Shade Relevant Quandrants

Not Very ▢ Very

Data

✓
—
✕

✓
—
✕

✓
—
✕

Platform

Hardware

Software

Key Questions How will it...? Who will it...? Why should it...?

Audience

1

2

3

Resources & References

1

2

3

4

Project Brief

Sketch

Outcomes of Experience

Actions

Sensory

Memory

Feel/Tone

Monetization

Publish / Distribution Opportunities

Mentors