

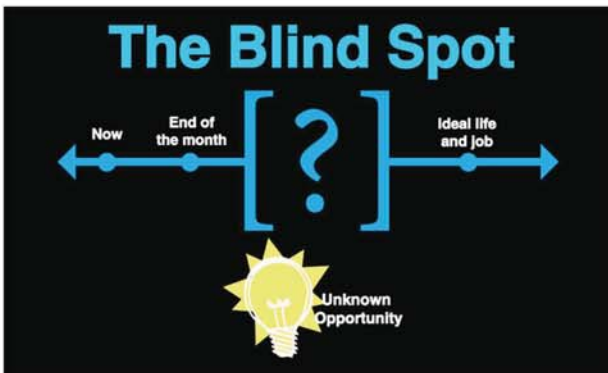
Microsoft **FUSE** Labs

Background

The Microsoft SCOPE team designed a product for "transitioners," defined as individuals moving from their undergraduate education to their first career job. The team followed a user-oriented design process with a focus on transitioners' use of social media and how it can be harnessed to improve social connectivity and group dynamics. Our in-depth research included analysis of their needs, concerns, and values through interviews, journals, observation, and other ethnographic techniques. This research was used to develop initial concepts, reviewed and evaluated by transitioners. Finally, the team designed and developed a high-fidelity prototype of their proposed solution, bearing in mind other Microsoft products and services.

User Studies and Synthesis

The group performed both primary and secondary research. To obtain primary research, the group solicited transitioners from Craigslist using an advertisement and completed focus groups and interviews. The team also asked that users completed week-long journals. Based on the information gathered, the team created personas and affinity mappings. These helped in the creation of user values, user needs and potential areas of interest. We were able to concisely summarize our findings into the blind spot, the period between their current life and their ideal future.



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SCOPE

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Ideation

The team ideated using numerous design techniques and generated hundreds of ideas to address the blind spot. We then narrowed these ideas by evaluating them in context against our earlier defined user needs. We completed additionally focus groups where we tested our three most promising ideas

Final Product

After multiple rounds of narrowing, we determined that the best idea was sundrop. Sundrop was a collaborative savings tool that allowed transitioners to work towards medium-term goals.



High Fidelity Mock-Ups

While allowing transitioners to save for their medium term goals we wanted to let them interact with their friends. The Windows 7 Phone platform is perfect for this as it has an emphasis on social interaction. Using the panorama visualization we let users see the goal they were saving for, money friends had saved for their goals, and other success stories. This high fidelity interaction highlights the key parts of the sundrop interaction.

