Assignment
Conceptual Map

Due Sept. 11, 2007
Assignment: Map of Berkeley (Due Sept. 11)

- Draw conceptual map of Berkeley that conveys your experience of the area
  - Introduce me to Berkeley!
  - Express visually, not with words (like Pictionary)
  - Create feature list

- Show map to one other person *not in CS160*
  - “Here’s a map of Berkeley I drew—tell me what you learn from it”
  - State relationship to person (e.g., friend, roommate)
  - Record number of features they recognize

- Hand in 2 copies (black & white copy OK)
Example

Feature list

- BART station
- Soda Hall
- Hill between BART and Soda
- “The Play”, Cal vs. Stanford, 1982
Grading criteria

- How effectively the map communicates feature list to us (the teaching staff)
- How effectively the map communicates feature list to user study participant (% features recognized)
- Good design balance of how much information to include in the map
  - Enough to be interesting
  - Not too much to be cluttered
  - Keep target user in mind (me!)
- Reflect on what you learned from user test