

# Task 03

## The conscientious consumer



### Shopping

Conscience is “is an ability or faculty or sense that distinguishes whether our actions are right or wrong.” This week we will look at mobile information services that create new perspectives on shopping.

What kinds of mobile services could be developed to support conscientious behaviour in shopping? RFID and barcodes can easily connect mobile phones with products and shop displays, so how should services be created around this interaction?

Starting points for your projects might include some of these issues:

- Moral and ethical
- Religious
- Environmental
- Political
- Health
- Lifestyle
- Economic

### Conceptual evidencing

In groups you must create believable conceptual evidence of a service that supports consumers in new ways.

Mobile interfaces usually need to be simple and glanceable, how do you translate complex data into a simple screen interface? Think about the careful use of icons and colour.

Visually document the context: where does shopping happen: what kinds of places, products and people are involved? Create lots of visual material, but do not create any code or high-level prototypes! And no stock-images!

### Deliverables

We expect you to use evidencing techniques. These might include image-based scenarios, videos, walkthroughs, role-play, experience prototype or artefacts.

On Friday morning we expect a visual presentation and that you have documented the project on your weblogs.

Week 2

Friday 13:00	Introduction to task 3
	Week 3
Monday 9:00-10:00	Lecture: meat tracking
Tuesday	Diploma week
Wednesday	Diploma week
Thursday	Mentoring (contact us)
Friday 09:00	Presentations
Friday 13:00	Intro to Task 4