



MALMÖ UNIVERSITY

A SCENARIO: Anna is an activist for better social conditions. She has been the editor-in-chief for a street magazine, and has significant experience of the difficulties of working within the social sector. She is now in the process of building an *online magazine* to be published every month, addressing current topics concerning the welfare system in Sweden. The first issue will be launched in five months, and much of Anna's current work is devoted to fundraising.

Anna plans to serve as editor-in-chief, but the aim is for the new online magazine to become an influential platform for dialogue among social activists, professionals within the social sectors and the general public. Part of this aim is what Anna thinks of as the *Open Corner* section: A space for supporting interaction and sharing information in creative ways, something that stands out from conventional blogs, something that clearly marks the *collaborative* nature of the new online magazine.

A little more about Anna: She trained as a journalist and has fairly good technical skills for managing the online magazine. She uses an iPhone, an iPad and a laptop on a daily basis and rather fluently. In her private life, she is the mother of two, lives with her boyfriend and her children in an apartment in central Malmö, bikes everywhere she needs to go and likes to spend her shopping money on ecological and locally produced products.



IMAGE CC-BY-ND KENSKI1970 ([HTTP://WWW.FLICKR.COM/PHOTOS/58847482@N03/](http://www.flickr.com/photos/58847482@N03/))

Imagine that you are an interaction design student, working for four weeks full-time in a team with three of your classmates. In the team, your respective backgrounds and skills are complementary. The final outcome of this imaginary four-week project is intended to be a design proposal for the online magazine, with a particular focus on the Open Corner section. During the (imaginary) project, you will have generous access to Anna and to other stakeholders, and you will be expected to motivate the proposal you eventually make from different stakeholder perspectives.

YOUR ASSIGNMENT: *Outline a plan for this imaginary four-week project!* Which activities would you and your team engage in, how would you do them, and why would you do them? To be absolutely clear, we are *not* looking for you to submit Open Corner design proposals, but rather a plan for getting to a feasible and useful design proposal (given the scenario as above).

Your description should be no more than 1000 words, with illustrations as appropriate. When we assess your work, we will be looking at your sensitivity to design process issues. It is particularly interesting for us to see how you plan to work with *different stakeholder perspectives* and how you expect to *motivate your design proposals*.