

Roles within Interactive Experience Design

A client has identified an opportunity to develop an interactive experience which teaches new chefs how to perform basic tasks, such as frying, boiling and baking foods in a commercial kitchen. Describe four stakeholders who would contribute to the design and development of this new interactive experience design.

1. The Interface Designer: This stakeholder is responsible for creating the user interface (UI) of the interactive experience. Their primary focus is on the usability of the application, ensuring that users can easily navigate and interact with the content. They'll consider the layout, buttons, menus, and overall flow of the experience. Their work ensures that the application is intuitive and user-friendly, allowing new chefs to focus on learning the culinary tasks rather than struggling with the interface.

2. A Cooking Specialist: As an expert in the culinary field, the cooking specialist brings in-depth knowledge about the techniques and methods being taught. They will provide accurate and detailed content for the interactive experience. Their expertise ensures that the instructions, tips, and demonstrations in the application are both educational and authentic. They might also help in creating real-life video demonstrations or providing feedback on simulated cooking scenarios.

3. Graphic Designer: The graphic designer is responsible for the visual aesthetics of the interactive experience. They will design the graphical elements, such as icons, illustrations, animations, and any other visual content. Their role ensures that the application is visually appealing, engaging, and aligns with the desired brand or theme. For a cooking application, they might create realistic graphics of foods, tools, and kitchen environments, making the learning experience more immersive.

4. Web developer: The web developer plays a pivotal role in conveying the technical constraints and expectations to the interface designer. By regularly hosting collaboration meetings and presenting a technical specifications document, the developer ensures the designer is aware of the platform's technical boundaries, supported functionalities, and browser compatibility. Through consistent feedback loops, including prototypes and iterative testing, the developer helps the designer make informed choices that align with both aesthetic goals and functional capabilities, ensuring a seamless user experience in the final product.

5. Accessibility Expert: An accessibility expert would ensure that all instructional videos, animations, and text within the app are easily accessible and understandable by everyone, including chefs with hearing or vision impairments. For instance, they might recommend adding subtitles to videos for those with hearing difficulties or ensuring that the app is navigable via screen readers for visually impaired users. They'd also ensure that interactive elements are sizable and distinguishable enough for those with motor difficulties, making the learning experience smooth for everyone.

6. User tester: A user tester plays a pivotal role in such a niche application. They would trial the app, potentially simulating a kitchen environment, to ensure that the lessons are practical, easily digestible, and relevant. They might test the timing of video lessons to check if they align with real-time cooking durations or provide feedback on the clarity of instructions. Their insights will be invaluable in refining the app, ensuring it effectively imparts kitchen skills in an interactive and user-friendly manner.