# Coursework Assignment Brief

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| **Academic year and term:** | 2018/19 – Semester-1, Year 2 |
| **Module title:** | User Experience Design |
| **Module code:** | |
| **Module Convener:** | Usman Javed Butt |
| **Learning outcomes assessed within this piece of work as agreed at the programme level meeting** | *On successful completion of this module students will be able to* <br><br> 1. Knowledge and understanding of UX/UI design principles and techniques and evaluate their usefulness in the design and development of interactive interfaces. <br><br> 2. Identify and evaluate usability, accessibility, professional and ethical standards relating to the design and development of interactive systems. <br><br> 3. Ability to design, test and evaluate interfaces using UX design principles. |
| **Type of assessment:** | Assignment 3000 words report. <br><br> Student will design and develop a UI, based on a UX scenario using appropriate UX design principles. |
| **Assessment deadline:** | |

# Assignment

This assignment will have 100% weighting of the assessment for this module and will cover all learning outcomes. Student will design and develop a UI based on a UX scenario using appropriate UX design principles and develop a 3000-word report to demonstrate knowledge and understanding of UX design principles as well as practical approaches. Students will have access to formative feedback on each task set in workshops thereby helping them to refine their approach to the summative tasks that have been set.

## Scenario

You are progressing well as a junior designer for a leading communications firm DesignX Ltd. An opportunity has arisen for you to work for a client company known as *Health Always First*.

*Health Always First* is a gym that operates in London and has grown tremendously over the last few years. At the moment customers have access to gym and swimming pool memberships, personal trainers, exercise classes and in-house nutritionists. The gym

provides services to hundreds of customers per week. The staff is currently using spreadsheets to keep a record of different services but it is becoming increasingly difficult to manage all the bookings and allocations. Double bookings and with staff absences leave the clients frustrated. Management wishes to centralise all operations into one user friendly system. Only the following authorized users will be granted access.

- There are four receptionists who work in two different shifts and can make client bookings and allocate staff accordingly.
- Two members of staff from the accounts department manage salaries and clients' membership fees.
- Ten personal trainers have one-to-one sessions with the clients daily, who need a layout of their scheduled bookings with the clients. They need to be able to enter brief client details and progress with every session.
- Four life guards and two first aid providers work shifts alternatively and need to see their timetable. They also have access to customer health details.
- Four trainers hold aerobics, yoga and self-defense classes twice a week and manage their class attendance themselves, which is shared with the account department.
- Two nutritionists provide one-to-one advice on appointments and also keep records of personal goals and the development of each customer.
- All personnel (Client/Staff) clock-in and clock-out. This will automatically be recorded on the system.
- Automated booking reminders and alerts for any cancellations should be generated via email.
- System must be able to generate efficient data analysis reports weekly for higher management.

**Deliverables**

**Report – 3000 words 100%**

You will show critical appraisal of the UX theory, design and implementation skills required for the design and implementation of a prototype system for the GYM.

You are required to implement a full lifecycle UX analysis and design utilising Jesse James Garrett's methodology for designing digital products.

**Marking Criteria**

| Description | Marks |
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| **Perform, Conduct, Evidence and Document Strategy Plane Research - 20%** | |

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| Create a UX questionnaire/interview to gather user requirements for a usable design for *Health Always First*. You could use secondary data available to help frame the requirements. You should also demonstrate awareness of ethical issues related to the collection of user data. | 10 |
| Based on the data you collected using secondary data techniques, construct at-least four user personas. You could include the following in each persona:<br><br>• User demographics (e.g. age, gender, etc.)<br>• Technology competency level (e.g. novice, expert, etc.)<br>• Work Role and Responsibilities<br>• Personal interests/beliefs/behaviors<br>• Any other information related to the user | 10 |

**Apply UX Principals and Data to Scope Plane Outline – 20%**

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| Apply gathered data from UX data and User Personas to implement User Centred Design (UCD) principles into process and task design. Demonstrate application through user stories or suitable UX process mapping techniques. You should present at least three user stories. | 20 |

**Create Application Structure and Information Architecture for Structure Phase – 15%**

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| Implement Information Architecture concepts to create an effective navigation structure. You could use variety of methods including card sorting, hub and spoke, etc. | 15 |

**Wireframe Implementation for Skeleton Plane – 20%**

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| Implement high fidelity wireframes from the processes previously implemented. Document patterns used. The wireframe should contain all the relevant information required for each user group. | 10 |
| Test wireframes with users to prove hypothesis on process development. You should test the application based on different profiles and make necessary assumptions. There is no need for real user testing. For example, valid login credentials, select appropriate appointment booking date, etc. | 10 |

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| **Implementing UI Prototypes, Styles guides and Branding for the Surface Plane – 10%** | |
| Design and implement style tiles and guides – apply UX and branding concepts.<br><br>You should consider design factors such as choice of colours, design layout, etc. | 10 |
| **Conclusion and Recommendations – 10%** | |
| Provide a critical appraisal of usability and accessibility considerations for the successful implementation of a prototype solution in an organisation using UX design theory and best practices. You should use up-to-date literature/guidelines to justify the usability and accessibility design choices you made. | 10 |
| **Credits page – 5%** | |
| Provide references and sources utilising the Harvard referencing style as per Roehampton university guidelines. You can found these here. | 5 |
| **Total** | **100 Marks** |