

CIS 4930 / CIS 6930 User Experience Design

Project #3: Industry Client Project (Grading Rubric)

Project Grading

Both components of this project will be submitted and graded separately.

1. Mid-Point Critique Poster (due **Nov. 12th**, 100 pts, 10% of final grade)
 - a. Communication of Required Components 60%
 - b. Execution 25%
 - c. Critique Comments‡ 5%
 - d. Peer Evaluation† 10%
2. Final Showcase (due **Dec. 3rd**, 100 pts, 30% of final grade)
 - a. Poster (including Communication and Execution) 10%
 - b. Interactive Prototype (including Communication and Execution) 25%
 - c. Video Sketch (including Communication and Execution) 10%
 - d. Paper (including User Research, Design Process, Design Solution) 40%
 - e. Critique Comments‡ 5%
 - f. Peer Evaluation† 10%

The goal of this project is to expand your experience with conducting and analyzing user research, with using user research results to drive ideation, with refining design ideas through scenarios, storyboards, and wireframes, and with documenting and communicating your design process and outcomes. This project also provides the opportunity to engage with a client and work toward a solution that satisfies user needs within the constraints set by the client's needs and context. Each component of this project will be evaluated based on the degree to which you engaged in creative thinking versus analytical thinking, evidenced through your deliverables.

‡ 5% of group grades for each half of this project will be based on the anonymous critique comments by the attendees (classmates, clients, instructor, and TAs).

† 10% of group members' individual grades for each half of this project will be based on the confidential peer evaluations by their group members.

Project Rubric

1. Mid-Point Critique Poster (due Nov. 12th, 100 pts, 10% of final grade)

Communication of Required Components (60 pts, 60% of Mid-Point Critique Poster grade)

- (10 pts) Did you include a summary / overview of how your design fits into the context of the overall ecosystem of your client's products?
- (10 pts) Did you include a summary / overview of the most critical user needs you uncovered in your focus group / interview(s)?
- (10 pts) Did you include a summary / overview of your main user persona(s)?
- (15 pts) Did you include documentation of the top 1-3 key features of your design, illustrated through storyboards that show these features being used in context from the user's point of view and the user's goals for the interaction?
- (15 pts) Did you include documentation of the wireframes for your design, at the appropriate level of fidelity? Did you highlight or mark the use cases shown in the storyboards on the wireframes?

Execution (25 pts, 25% of Mid-Point Critique Poster grade)

- (15 pts) Did you effectively use elements covered in class this semester about visual communication and design documentation to create a poster that clearly and concisely conveys the current state of your design?
- (10 pts) Did you spend the necessary attention to detail to create a professional, clean, and high-quality poster? Does your poster satisfy all required elements of execution (size, submission instructions, etc.)?

Critique Comments (5% of Mid-Point Critique Poster grade)

Peer Evaluation (10% of Mid-Point Critique Poster grade)

2. Final Showcase (due Dec. 3rd, 100 pts, 30% of final grade)

Poster, including Communication and Execution (85 pts, 10% of Final Showcase grade)

- ***Communication (60 pts)***
 - (10 pts) Did you include a(n updated) summary / overview of how your design fits into the context of the overall ecosystem of your client's products?
 - (10 pts) Did you include a(n updated) summary / overview of the most critical user needs you uncovered in your focus group / interview(s)?
 - (10 pts) Did you include a(n updated) summary / overview of your main user persona(s)?
 - (15 pts) Did you include (updated) documentation of the top 1-3 key features of your design, illustrated through storyboards that show these features being used in context from the user's point of view and the user's goals for the interaction?
 - (15 pts) Did you include documentation of the revised wireframes for your design (with changes from the mid-point design annotated), at the appropriate level of fidelity? Did you highlight or mark the use cases shown in the storyboards on the wireframes?
- ***Execution (25 pts)***
 - (15 pts) Did you effectively use elements covered in class this semester about visual communication and design documentation to create a poster that clearly and concisely conveys the final state of your design?
 - (10 pts) Did you spend the necessary attention to detail to create a professional, clean, and high-quality poster? Does your poster satisfy all required elements of execution (size, submission instructions, etc.)?

Interactive Prototype, including Communication and Execution (25 pts, 25% of Final Showcase grade)

- (10 pts) Did you create a complete interactive prototype in one of the approved tools which includes every aspect of your design correctly linked and thoroughly tested?
- (5 pts) Graduate groups: is your interactive prototype pixel-perfect, as required? (5 points free for undergraduate groups.)
- (10 pts) Did you prepare a complete and clear demo script that walks through the top 3 key features of your design? This demo script should be able to be understood and followed step-by-step by someone not currently on your team.

Video Sketch, including Communication and Execution (25 pts, 10% of Final Showcase grade)

- (15 pts) Did you create a video sketch that communicates the key features of your interactive prototype and design (e.g., by following the live demo script)?
- (10 pts) Did you spend the necessary attention to detail to create a professional, clean, and high-quality video? Does your video sketch satisfy all required elements of execution (file size, video length, etc.)?

Paper, including User Research, Design Process, and Design Solution (100 pts, 40% of Final Showcase Grade)

- ***User Research (10 pts)***
 - (5 pts) Did you conduct a focus group with the required number of target users for your client's purposes?
 - (5 pts) Did you draw realistic and thorough conclusions from the user research as to what users of different types want or need from the new design?
- ***Design Process (25 pts)***
 - (5 pts) Did you develop and detail the required number of persona(s) that reflect the range of target user types for this new design?
 - (5 pts) Did you generate and refine your brainstormed ideas effectively through the use of good brainstorming techniques and affinity diagramming to group concepts by theme, opportunity, and breakdown?
 - (5 pts) Did you generate the required number of scenarios highlighting key user paths through your design?
 - (5 pts) Did you pair each text-based scenario with a sketched storyboard that effectively showcases the key features of the design?
 - (5 pts) Did you iteratively engage in the design process in order to achieve a mid-point design idea that merges, refines, and improves on earlier iterations? Did you consider best practices for similar products in your design process?
- ***Design Solution: Mid-Point (25 pts)***
 - (5 pts) Did you generate a task flow diagram that represents a realistic conceptual model of the tasks that can be performed through your design?
 - (10 pts) Did you generate a thorough set of wireframes documenting all transitions and interactions for each screen? Do your wireframes include all features of your design at the appropriate level of detail?
 - (5 pts) Does the mid-point design derive from the user intent? Does the solution meet the needs of the articulated persona?
 - (5 pts) Do the mid-point scenarios and storyboards effectively highlight the best features of the design for this mobile app??
- ***Design Solution: Final (30 pts)***
 - (5 pts) Did you revise your design adequately and efficiently to meet the feedback from your client's representative?
 - (5 pts) Did you revise your set of wireframes from the mid-point versions, still documenting all transitions and interactions for each screen? Do your wireframes include all features of your design at the appropriate level of detail? Are your changes from the mid-point wireframes annotated?
 - (5 pts) Did you successfully create and document an interactive prototype to represent and communicate your final design concept (with references to the live interactive prototype demo)?
 - (10 pts) Does your final design still effectively meet user needs, allow users to perform tasks, and derive from the user intent? Does your final design successfully trade-off user needs and client needs, with justifications of design decisions provided where necessary?
 - (5 pts) Graduate groups: did you conduct a think-aloud test of your interactive prototype as required? Do you summarize the results and include concrete suggestions for improvements? (5 points free for undergraduate groups.)
- ***Execution (10 pts)***
 - (10 pts) Did you spend the necessary attention to detail to create a professional, clean, and high-quality paper? Does your paper satisfy all required elements of execution (format, length, font size, etc.)?

Critique Comments (5% of Final Showcase grade)

Peer Evaluation (10% of Final Showcase grade)

*** **Note:** grading of design projects is inherently subjective. There cannot be a “right” and a “wrong” answer to a design problem, only a design solution that meets or exceeds the user’s expectations. We can provide you guidelines of what we will be looking for in your design solutions, but in general, if you are applying yourself creatively and generating interesting ideas, you will do well on this project.

*** **Note:** as with previous projects, this project will be focused on grading the thoroughness of your design process and the validity of your design decisions as justified by your user research. Therefore, some details may be open-ended in this project. In all such cases, you may assume that any solution will be sufficient, as long as you successfully communicate the design process and solution(s).