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| **Surname:** | **Burgess** |
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Declaration

By submitting this assessment, you confirm that:

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By typing your name below, you acknowledge that you are fully aware and abide by the conditions stated above.

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| --- | --- |
| **Date** | 18-06-2020 |
| **Surname** | Burgess |
| **Forenames** | Aiden |

**QUESTION 1: Visual Design (max 10 sentences)**

Provide a critical assessment of the visual design of the Main Page of the English Wikipedia, using the screenshot below as a reference. Address the design principles Balance, Emphasis and Unity, as well as two Gestalt principles you deem important for this design. Answer in a maximum of ten sentences.

Critical assessment:

Balance: Symmetry and asymmetry. Symmetrical figures tend to be seen as complete figures that form around their middle

Emphasis: Contrast, Placement, Isolation  
Unity: All parts of our design have some commonality so that they are perceived as a whole

Gestalt principles: Proximity ♣ Similarity ♣ Common Fate ♣ Closure ♣ Continuity ♣ Area ♣ Symmetry ♣ Surroundedness ♣ Prägnanz

Balance: There is a top heavy balance to the page, as the “Welcome to Wikipedia” text is larger.

Emphasis: Links are in blue, so they are contrasted against the normal black text. This emphasises this element on the screen.

Unity, all links are clearly highlighted in blue. However this is decreased by some links being bolded, with no clear reasoning.

Common fate principle for the bullet points of different categories (“Arts”, “Biography”, etc.).

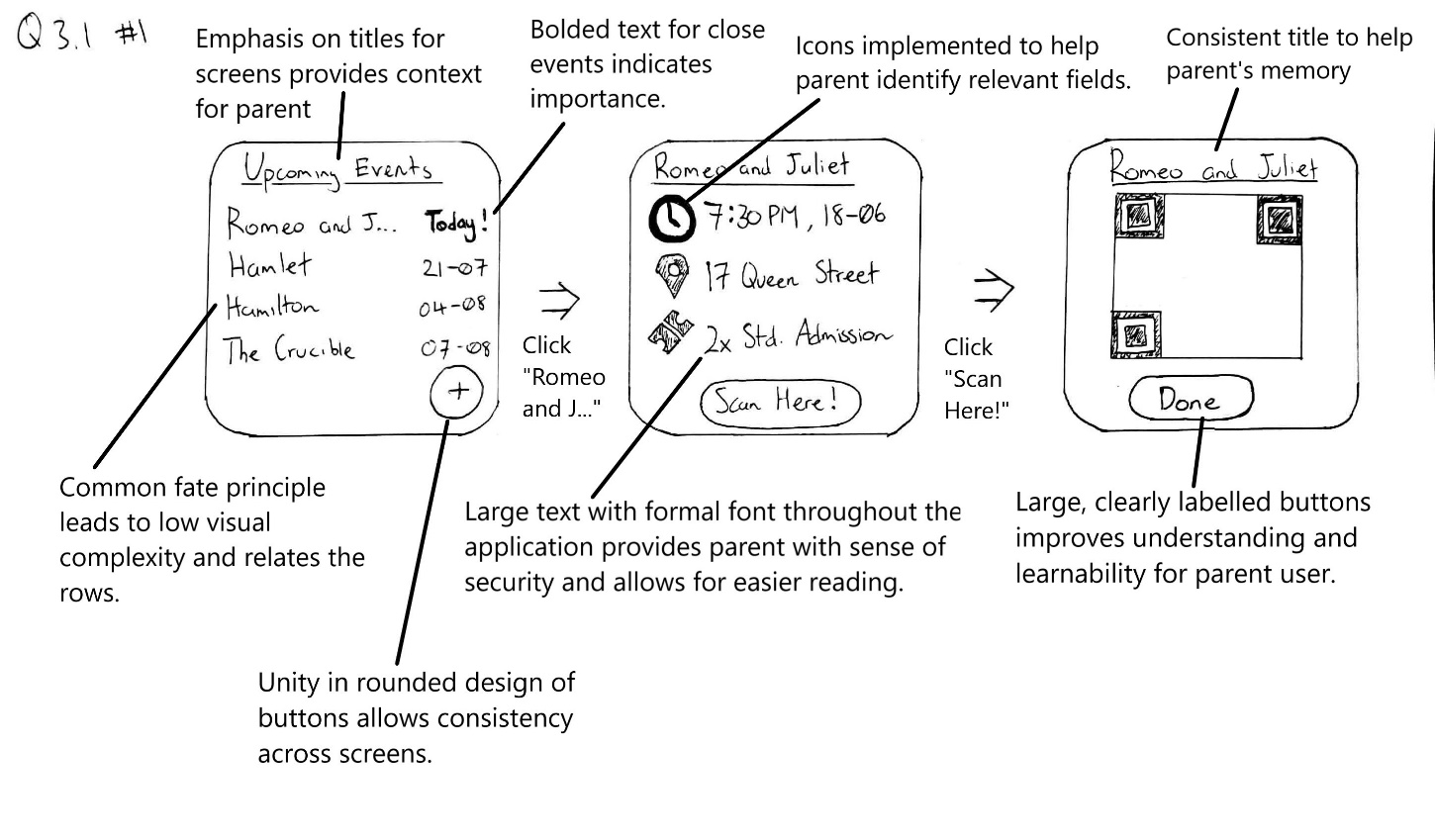
Area principle, the bird and airplane pictures are both small in area so are seen as figures, instead of the background.

**QUESTION 2: Implementation**

See galleryStore08.html.

**Q3.1 Mid-Fidelity Paper Prototype**

**Event and target audience:** Theatre event

**Target user and one ‘other’ person:** Parent, aged 37, who has one child aged 5

**Q3.2 A Persona**

Alice is a married 37 year-old stay at home mother with a son named Sam who is 5 years old. As her son is growing up, she wants to entertain him with theatre, a passion which she has held since childhood. Personally, Alice is a novice with technology, but is keen to learn and interact with new applications. She wants to watch theatre that both she and her son can enjoy, while not disturbing the audience to the theatre.

**Q3.3 Usage Testing**

Assumption for Q3.3: Only one usage test task.

**Hypotheses:** The user will click on the “Romeo and J…” card without confusion. The user will then click on the “Scane Here!” button without confusion.

**Task:** Navigate to the QR code for a specific event from the home screen.

**Prompt:** You have just opened up this app for theatre events, and you want to scan the QR code for an event called “Romeo and Juliet”. How would you get this QR code to appear?

**Start time:** As soon as the participant guide finishes the prompt.

**Finish time:** When the “Romeo and Juliet” QR code page is reached.

The two quantitative measures to be used for this usage test are: time taken to complete task, and scores derived from Likert scales.

The time taken to complete a task is measured from as soon as the participant guide has finished the prompt to when the specified end point has been reached. The sessions should be recorded and timed afterwards to prevent participants feeling rushed during the session. To increase accuracy the scores can be averaged across participants. This is useful as it allows scores to be compared to previous versions of the application, or with competitors. It also allows outliers to be spotted, which can be examined to extract possible usability issues.

Scores derived from Likert scales will be collected from a standardised questionnaire after the usage testing has completed. These scores can be averaged for groups of people to see overall trends in versions or across competitors. As many usage tests use similar/standardised questionnaires, the results are more comparable than time to complete measures.

Two qualitative measures to be used for this usage test are: direct observations from observer in usage test, and open question answers from a questionnaire.

Direct observations are recorded during the usage test by an observer. They will record the user’s perceptions, emotions, and any nonverbal expressions or observations. This information can help pinpoint where the user is hesitant and where they are confident. Design decisions can then be made to improve or maintain elements which were commented on.

Answers from open questions will be collected from a questionnaire after the usage test is completed. The questions can be standardised, so the results can be compared with other applications and users. This also provides users with an opportunity to comment on elements that were not directly addressed in scenarios. For example, a specific element which was not interacted with may seem jarring, but in the tasks given there was not an opportunity to comment on this element.