

IT S290F Human Computer Interaction & User Experience Design

Take-home Assignment

Introduction

- The purpose of this take-home assignment is to replace the written examination due to the measures of COVID pandemic.
- The OES of this assignment is 50% of the course score.
- Total mark of this assignment is 100.
- This is an individual case study assignment.
- OUHK views plagiarism as a serious disciplinary offence. Students found guilty of offences related to academic integrity will be subject to the penalty of having their subject result disqualified.

In this assignment, you will investigate the user interfaces (UIs) of websites, applications, or systems on your own exploration, where some of which may provide you a good user experience while some of which may be poor. Critically analyze the UIs with various design guidelines and principles that you have learned in this course. Select one UI that gives you worst user experience for a further study. Based on the analysis results, suggest improvements to the selected UI and justify your suggestions. Implement your suggestions on a dummy UI prototype with the technologies you have learned in the course. Justify how your improvements could solve or relieve the poor user experience. Although graphical elements are crucial in pursuing a good user experience, we do not count them as assessable items in your UI prototype. In other words, a fancy UI will not give you an advantage of getting higher marks while a UI with a justifiable design will. This assignment should be written in reporting style, which includes a cover page, table of contents, proper indexed tables and figures, citations and references, and appendices, if any. Your report should contain the following sections:

1. Introduction
 - a. A brief introduction of your study
 - b. Describe two selected UIs with screenshots where one of which gives you a **good** user experience while another gives you **bad**. Include hyperlinks if they are accessible online.
2. Analysis
 - a. Identify two user roles that would interact with the selected UIs. They can be common or uncommon to the two selected UIs, i.e., if the roles are uncommon, pick one role for **each of** the UIs. Compose a user persona and a user journey for each of the roles.
 - b. Critically analyze to what extent the UIs (both **good** and **bad**) are satisfied with the UI design

guidelines and principles, such as those from Shneiderman, Nielsen and Molich. Include five of them that are the most significant in your study and use them as a basis for comparing the two UIs. You may include at most ten screenshots to help illustrating the concerned UI components or interactions on the UIs to support your analysis.

3. Suggestion

- a. Based on the analysis result, suggest improvements to address the issues identified on the **bad** UI.
- b. Implement a dummy UI prototype with your suggested improvements. You should use the technologies that you have learned in the course, such as HTML DOM, Bootstrap, JavaScript, ES6, React and more. Again, the prototype does not need to be fancy and glorious. We assess only on the suitability of the design and correctness in the application.
- c. Describe and justify how your new design addresses the issues with respect to the guidelines, principles, and laws, etc., that you have learned in the course. You should illustrate your new design with at most five screenshots.

4. Conclusion

- a. That is the closing part of your report. Conclude the work you have carried and reflect what you learned in this study.

Deliverable

1. A 1500 words report ($\pm 20\%$, count only on the main text)
2. A dummy UI in HTML and the accompanied files, such as images, if any.
3. A video clip (at most 2 minutes) that demonstrates the key features of the UI prototype.

Submission Guideline

The submission deadline of this assignment is **4 June 2021 (Friday) at 23:59 (HKT)**. According to the information from the Exam Office, extra time arrangement is not applicable to take-home assignments for students with special needs.

Unless otherwise specified, **all deliverable items should be submitted via OLE**. If you found difficulty in uploading a large video file, you may share it over a cloud drive but make sure the file is publicly accessible. You are advised to submit your work earlier as the submission system may become inaccessible while approaching the deadlines. In case of submission system failure, please send a copy of your report to me immediately (cmtang@ouhk.edu.hk) for time recording.

Late submission penalty:

- Within 1 hour after the deadline, i.e. 0:00 – 0:59 (HKT) on 5 June 2021, no mark deduction.
- Late 1 hour to 12 hours, i.e. 1:00 – 11:59 (HKT) on 5 June 2021, deduct 25% of marks awarded.
- Late 12 hours to 1 day, i.e. 12:00 – 23:59 (HKT) on 5 June 2021, deduct 50% of marks awarded.
- Late more than 1 day, i.e. submit after 5 June 2021, receive no mark (0 mark).

Assessment Rubrics

Grade Indication	Insufficient 3-4	Sufficient 5-6	Good 7-8	Excellent 9-10	Score
Report					
Introduction	<ul style="list-style-type: none">• Introductory paragraph is not apparent	<ul style="list-style-type: none">• Introductory paragraph is vague	<ul style="list-style-type: none">• Introductory paragraph is clearly stated with a focus	<ul style="list-style-type: none">• Introductory paragraph is clearly stated, has a sharp, distinct focus and enhances the impact of the report	
Analysis	<ul style="list-style-type: none">• Incomplete or incorrect display of literature• Improper user subjects are chosen• Inadequate analysis• Results are unclear and insignificant	<ul style="list-style-type: none">• Imprecise selection of literature• Insignificant user subjects are chosen and explained• Adequate analysis• Results reveal some problems	<ul style="list-style-type: none">• Good selection of literature• Proper user subjects are chosen and explained• Well analysis• Results reveal majority of problems	<ul style="list-style-type: none">• Excellent selection of literature• User subjects are well chosen and well explained• Excellent analysis• Results reveal all problems	
Suggestion	<ul style="list-style-type: none">• Suggestion is irrelevant to the problems• Suggestion is not implemented in the artifact	<ul style="list-style-type: none">• Suggestion is somehow relevant to the problems• Suggestion is partially implemented in the artifact	<ul style="list-style-type: none">• Suggestion is relevant to the problems• Most suggestion is implemented in the artifact	<ul style="list-style-type: none">• Suggestion is strongly coherent with the problems• Suggestion is well implemented in the artifact	
Conclusion	<ul style="list-style-type: none">• Concluding paragraph is not apparent	<ul style="list-style-type: none">• Concluding paragraph is only remotely related to the report topic	<ul style="list-style-type: none">• Concluding paragraph follows and summarizes the report discussion and draws a conclusion	<ul style="list-style-type: none">• Concluding paragraph summarizes and draws a clear, effective conclusion and enhances the impact of the report	
Organization	<ul style="list-style-type: none">• Details and examples are not organized, are hard to follow and understand• Poor layout and formatting, and not satisfied the content requirements	<ul style="list-style-type: none">• Information is scattered and needs further development• Decent layout and formatting and satisfied some of the content requirements	<ul style="list-style-type: none">• Information is logically ordered with paragraphs and transitions• Good layout and formatting, and satisfied most of the content requirements	<ul style="list-style-type: none">• Information is presented in effective order. Excellent structure of paragraphs and transitions enhances readability and comprehension• Excellent layout and formatting, and satisfied all content requirements	
Grammar & Spelling	<ul style="list-style-type: none">• Numerous grammatical and/or spelling errors	<ul style="list-style-type: none">• Some grammatical or spelling errors	<ul style="list-style-type: none">• A few grammatical or spelling errors	<ul style="list-style-type: none">• Very few grammatical or spelling errors	
Reference and citation	<ul style="list-style-type: none">• Resources not cited in paper or proper format not used	<ul style="list-style-type: none">• Some resources are cited but not all. Not formatted correctly	<ul style="list-style-type: none">• All resources are cited, but formatting isn't correct	<ul style="list-style-type: none">• All resources are cited and appear with correct formatting	
Artifacts					
Prototype	<ul style="list-style-type: none">• Unable to demonstrate the suggested improvements	<ul style="list-style-type: none">• Partly demonstrate the suggested improvements	<ul style="list-style-type: none">• Well demonstrate the suggested improvements	<ul style="list-style-type: none">• Well demonstrate the suggested improvements and showcase a model of good UI/UX design	
Video clip	<ul style="list-style-type: none">• The purpose and objective of the video is unclear	<ul style="list-style-type: none">• The video showcases the improvement in an unclear way	<ul style="list-style-type: none">• The video showcases the improvements	<ul style="list-style-type: none">• The video clearly showcases the improvement	

* Items in the assessment rubrics contribute different ratios in the grading according to their significance.

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