

Assessment Specification IFB103: Design Challenge 1

This assessment is worth 60% of your final grade for this unit and is broken into two parts detailed below. **A second document will be released in week 9 specifying the deliverables for the week 13 submission of Design Challenge 2.**

Design Challenge Focus	Marks Allocated
Mobile app/Game Design Challenge	30%

The content of this document is broken down into four major sections.

Content Section	Pages
Teamwork This is a pervasive element of each design challenge and as such is discussed first	2
Design Challenge 1 A digital design challenge where you design and develop an interactive prototype for a smartphone or smart device targeting a problem for a specified user group.	3

Please keep in mind that this document, while attempting to address your immediate needs – at one page per design challenge – is not exhaustive. We expect you to consult regularly with teaching staff for additional clarification and assistance. **We are here to help you, your success is our success** 😊

Teamwork

A key component of your design challenges is teamwork. This component is tracked throughout the semester and the marks are allotted to each design challenge.

Design Challenge	Teamwork Marks Allocated
Mobile app/Game Design Challenge	5%

Earning teamwork marks

This will require your team to have weekly meetings commencing **week 4**. For each meeting (We will provide you templates and guidance for each of these):

- An agenda is set
- Action minutes kept
- Tasks are allocated
- Tasks are completed **on time and to the expected standard**.

To be awarded the 5% we expect the following of each team member:

1. Attending and productively participating in all team meetings, producing the required work to the required standard.
2. Completing the weekly action minutes and presenting in the weekly scrum (a short verbal report of how things are going during your weekly workshops).
3. Attending and productively participating in all workshops.
4. Performing in accordance with the team compact developed by your team.
5. Reporting on personal and team performance when required and in your design activities logbook.

Attendance at team meetings, with your assigned work completed to the required standard is mandatory. Your individual teamwork mark is a function of your effective performance in the team. Missed meetings or material not delivered on time to the required standard, will result in lower individual marks allocated against teamwork.

Non-productive team members

If a team member is non-productive, anti-social or not actively engaged by the end of the **second week** of any design challenge, that team member is removed from the team. At this point the team member forfeits their teamwork marks for the design challenge. Effectively achieving 0% for the teamwork marks associated with that design challenge.

Design Challenge 1 breakdown

This assessment is worth 30% of your final grade for this unit and is broken into a group mark, and an individual mark detailed below. This design challenge commences in week 4 and the final presentation is in week 8.

Design Challenge Section	Marks Allocated
Group: Design Pitch	15%
Individual: Presentation Technique	10%
Individual: Teamwork	5%

Problem description

We ask that you design and develop a high-fidelity interactive application for a smartphone or smart device targeting a problem for a specified user group. You must define this problem in terms of a gap in the user experience, and you must clearly identify a target user community.

Your application may be a service, a game, or a mash up of different application types, shown in the one of the given mobile application typologies, and may apply gamification techniques.

Please understand that although we are looking for originality and newness in idea, by no means is this a requirement to create an application that is new to the world. Diffusion of innovation is the key and we are happy to see ideas that are new in a more localized context.

Category typology

Medical	Finance	Business
Books	Catalogues	Education
Photo & Video	Food & Drink	Entertainment
Music	Medical	Lifestyle
Travel	Social network	Productivity
Sports	Newsstand/eBook	Reference
Navigation	Weather	Utilities

Interaction typology

Content push and pull	Entertainment service	Information delivery service
Interactive service	Location based service	Product location and tracking

Rough Timeline of deliverables

There will be several presentations of your designs, the last of which is assessed.

Presentations	Week
Desk Critique	Week 5 & 6
Peer Presentations	Week 7
Final Presentation (assessed)	Week 8

Desk Critique

A Desk critique is our chance to sit with your team to talk through what you have thought about, as a concept for your design. We will offer feedback and assist you in making some of your key decisions.

Practice Presentation week 7:

Present your initial concept in week 5 as part of the desk critique and your refined concept in week 7 as an oral presentation. You are expected to employ PowerPoint, Prezi or any other visual presentation tool. The purpose of these presentations is to obtain valuable feedback from your workshop peers as they are potential consumers and also peer designers.

This presentation is evaluated against the following elements. Please refer to the associated CRA for this assessment to see the weighting of each numbered item below.

1. Name the app, describing the problem space, app types that are used and the originality of the app.
2. Name the target users of your application in detail, summarise the context and activities for your app. Also describe why the target users would like this type of app (delighter needs).
3. Show the outputs of your complete competitor analysis, **emphasising the gap in the market.**
4. List any feedback you received for your app so far. Describe how this feedback has shaped your app to get it to where it is now.
5. **A set of interactive demonstrations of your high-fidelity application using user scenarios.**
6. A compelling close to your presentation.

Please also keep in mind that any presentation you give to an audience will naturally also need to consider the following aspects:

- Novelty of the solution presented.
- Clear and well-designed presentation materials.
- Passionate speakers who engage with the audience, use appropriate emotive speech, and appropriate facial expressions and body language.

Design Challenge week 8 Presentation (Assessed)

After the week 7 feedback session, you will have one week to refine your design, incorporating the feedback from the audience, and including your feedback from external interviewees and people who you ask to use your revised prototypes. Please refer to the associated CRA to find details of each item we assess against, and how it is weighted.

Note that there are individual marks (for how each person performs in the presentation) and team marks (for the overall quality of the presentation media, the prototype, and the content in the presentation).

See the Criteria Reference Assessment sheets for details about the marking scheme applied for Design Challenge 1.