



apRIL 2024

CASE STUDY

Prepared by:

Ms. Pamela Grace M. Carlos

Prepared for:

IT 211 Students

Directions:



Choose 1 topic that can be analyzed and understood within the context of your studies.

Clearly define the objectives of your case study. Determine what you aim to achieve through the analysis and presentation of the case. This could include understanding key concepts, applying theoretical frameworks, or proposing solutions to challenges.

Ensure that there is sufficient data available for your chosen topic. This may include primary sources such as interviews, surveys, or observations, as well as secondary sources like academic literature, reports, and case studies from reputable sources.

Directions:



Evaluate the feasibility of conducting a case study on your chosen topic.

Consider factors such as access to resources, time constraints, and ethical considerations. Ensure that the topic is manageable within the scope of your assignment or project.

Assess the potential impact of your case study topic. Consider its relevance, significance, and potential contribution to knowledge in your field. Aim to select a topic that has the potential to generate valuable insights and facilitate meaningful discussion.

RUBRICS

Content (60 points):

- **Clarity of Case Description:** Clearly describe the case's background, context, and key elements.
- **Analysis and Interpretation:** Provide a thorough case analysis, demonstrating an understanding of relevant theories, concepts, and frameworks.
- **Critical Thinking:** Demonstrate critical thinking skills by identifying key issues, evaluating evidence, and presenting well-reasoned arguments.
- **Originality and Insight:** Offer original insights or perspectives contributing to a deeper understanding of the case.

RUBRICS

Organization and Structure (20 points):

- **Logical Flow:** Present information logically and coherently, with clear transitions between sections.
- **Structure:** Follow a well-defined structure, including an introduction, background information, analysis, findings, and conclusion.
- **Use of Visual Aids:** Utilize visual aids such as charts, graphs, or diagrams to enhance clarity and comprehension.

RUBRICS

Overall Impression (20 points):

- **Professionalism:** Demonstrate professionalism.
- **Impact:** Make a meaningful impact by including compelling insights and conclusions.



Case # 1:

E-commerce Website

Examine an e-commerce website of your choice and evaluate its design based on Shneiderman's Eight Golden Rules and Norman's Seven Principles. Provide specific examples for each principle and suggest improvements where necessary.





Case # 2:

Mobile Banking Application

Choose a mobile banking application and assess its usability according to Shneiderman's Eight Golden Rules and Norman's Seven Principles. Identify areas where the app excels and areas where it could be enhanced for better user experience.





Case # 3:

Online Learning Platform

Select an online learning platform (e.g., Udemy, Coursera) and analyze how it incorporates Shneiderman's Eight Golden Rules and Norman's Seven Principles. Discuss how the platform facilitates learning and engagement while minimizing user frustration.





Case # 4:

Travel Booking Website

Explore a travel booking website (e.g., Expedia, Booking.com) and evaluate its design in accordance with Shneiderman's Eight Golden Rules and Norman's Seven Principles. Highlight instances where the website enhances user satisfaction and suggest improvements for areas of weakness.





Case # 5:

Social Networking App

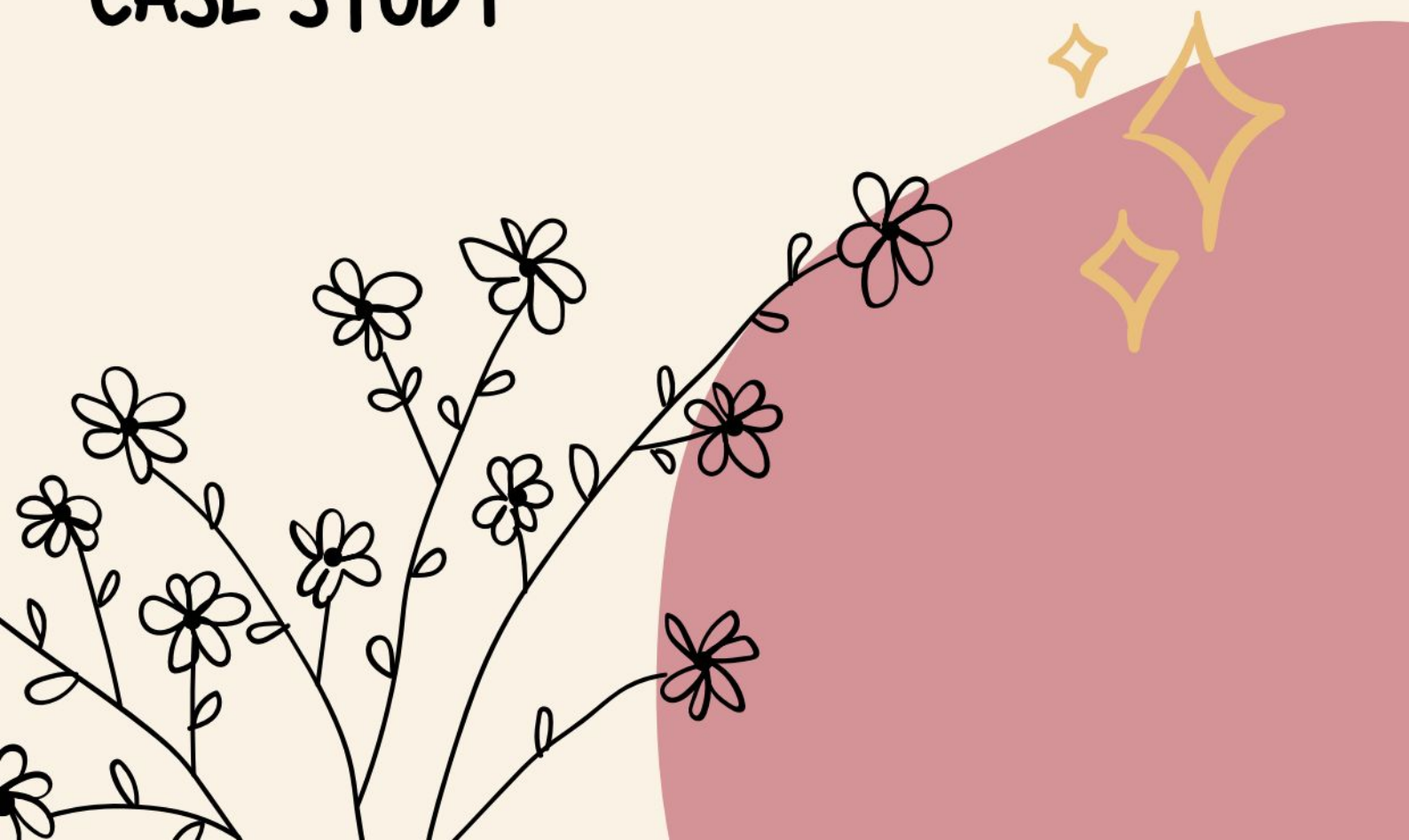
Investigate a social networking app (e.g., Facebook, Instagram) and assess its usability based on Shneiderman's Eight Golden Rules and Norman's Seven Principles. Consider how the app encourages user interaction, maintains user privacy, and provides a seamless experience across devices.





FORMAT

CASE STUDY

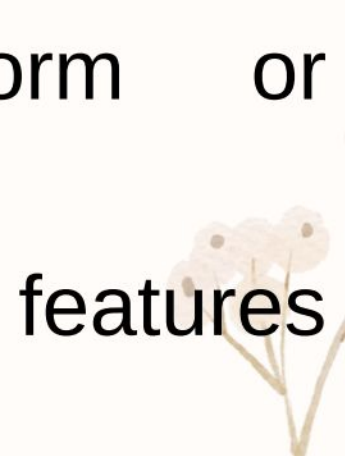




1. Introduction:

- A brief overview of the chosen digital platform or application.
- Explanation of the significance of evaluating its usability

2. Platform/App Description:

- Detailed description of the selected digital platform or application.
 - Overview of its primary features and functionalities.
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3. Methodology:

- Explanation of the criteria used for evaluation (Shneiderman's Eight Golden Rules and Norman's Seven Principles).
- Description of the process for assessing the usability of the platform/app.

4. Evaluation: (Shneiderman's Eight Golden Rules and Norman's Seven Principles)

5. Findings:

- Summary of key findings from the evaluation process.
- Identification of strengths and weaknesses of the platform/app in terms of usability.

6. Recommendations:

- Suggestions for improvements based on the identified weaknesses.
- Recommendations for enhancing the platform/app's adherence to Shneiderman's Eight Golden Rules and Norman's Seven Principles.



7. Conclusion:


- Recap of the importance of usability evaluation in enhancing user experience.
- Final thoughts on the usability of the platform/app and its potential for improvement.

8. References



Guide in creating title page:

Your title page should include:

- **A title that attracts some attention and describes your study;**
 - **The title should have the words "case study" in it;**
 - **The title should range between 5-9 words in length;**
 - **Your name and contact information;**
 - **Your finished paper should be only 500 to 1,500 words in length; and**
 - **Use APA or MLA format title page**
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- **Maximum of 10 members per group**
- **Members within the schedule only.**
- **A4 size**
- **Red sliding folder**
- **Deadline: May 3, 2024**