



**UNIVERSITY
OF LONDON**

BSc Computer Science

Module: Interaction Design

Coursework: April to September 2021 study session

Submission Deadline: Monday 5 July 13.00 BST

- Please Note: You are permitted to upload your Coursework in the final submission area as many times as you like before the deadline. You will receive a similarity/originality score which represents what the Turnitin system identifies as work similar to another source. The originality score can take over 24 hours to generate, especially at busy times e.g. submission deadline.
- If you upload the wrong version of your Coursework, you are able to upload the correct version of your Coursework via the same submission area. You simply need to click on the 'submit paper' button again and submit your new version before the deadline.

In doing so, this will delete the previous version which you submitted and your new updated version will replace it. Therefore your Turnitin similarity score should not be affected. If there is a change in your Turnitin similarity score, it will be due to any changes you may have made to your Coursework.

- Please note, when the due date is reached, the version you have submitted last, will be considered as your final submission and it will be the version that is marked.
- **Once the due date has passed, it will not be possible for you to upload a different version of your assessment. Therefore, you must ensure you have submitted the correct version of your assessment which you wish to be marked, by the due date.**

**Your overall total word count should not exceed [5000] words
(Weighted at [50%] of final mark for the module)**

Coursework Description

You will be expected to answer the series of questions independently, exploring the themes and concepts through a combination of theoretical and practical considerations. You will be utilising the skills you have learned in the first five topics of the module to deliver on this coursework assignment.

The work is composed of five questions, each with sub-sections that you should answer clearly. In some cases you are expected to find external resources and analyse them in supporting your claims. The marks available for each section can be clearly identified at the end of each question part.

Assessment Criteria:

Please refer to Appendix C of the Programme Regulations for detailed Assessment Criteria.

Plagiarism:

This is cheating. Do not be tempted and certainly do not succumb to temptation. Plagiarised copies are invariably rooted out and severe penalties apply. All assignment submissions are electronically tested for plagiarism. More information may be accessed via:
<https://learn.london.ac.uk/mod/page/view.php?id=3214>

Penalties for exceeding the word count:

The content within the main body of text comprises the overall word count, including in-text citations, references, quotes, heading and sub-headings. The cover page, reference list and any appendices do not count towards the overall word count. Full submission instructions are included in the VLE with coursework submission forms. **There are penalties for exceeding the specified word count.**

- The maximum word limit for this coursework assignment is **5,000** words (excluding the list of references).
- You may use less than **5,000** words but in so doing you may be penalising yourself as it is likely to be challenging to respond to the coursework brief.
- You **MUST** state an accurate word count (excluding the list of references) at the end of your work. If you do not state an accurate word count your mark will be reduced by 5 marks.
- The content within the main body of text comprises the overall word count, including in-text citations, references, quotes, heading and sub-headings. The cover page, reference list and any appendices do not count towards the overall word count.

- For coursework elements and the project, there is a maximum word limit. If you exceed the word limit, we will reduce the mark you receive as follows:

Excess number of words over the word limit	Penalty applied
Up to and including 10%	5 marks deducted from original mark
More than 10% up to and including 20%	10 marks deducted from original mark
More than 20%	10 marks deducted from the original mark. The updated mark will be capped at a maximum of 40%.

Assignment

Q1. State three potential pitfalls that need to be addressed when using focus groups as a means of collecting data. [3]

Q2. You have been asked to develop the preliminary ideas for a full redesign of the interface to an online betting site which has recently been losing customers.

i. Describe one technique that you could use to identify the particular needs of your users. [1]

ii What kind of data would you gather? [1]

iii How would you analyse that data? [1]

iv What would be the output of that process? [1]

v State two limitations of this technique. [2]

Q3. You have been tasked with designing an interface for a self-driving car.

i) Describe an appropriate model for exploring interaction design possibilities with cars that are driven by human beings. [2]

ii) Describe your model and potential limitations of the model in relation to the five dimensions of interaction design. [5]

iii) Identify a goal [1] scenario [1] and a story [1] for the context of riding in a self-driving car

iv) Describe an uncomfortable interaction in driven cars that can be solved by moving to a self-driving model [1]

Q4. Find an example of a system that allows users to customise and order clothing and include a screenshot of the interface. Define each of the following usability evaluation criteria and describe the interface in relation to how you would evaluate the success and failure of said criteria in the context of the system that you have chosen.

i. efficiency [2]

ii. memorability [2]

iii. Satisfaction [2]

Q5. Find and post an image of an online media player.

i. Define what a metaphor is[1] and describe how they can enhance the usability of an application[1].

ii. Describe a type of metaphor used in the online media player you have chosen. [1]

How does it improve the user interface? [1]

iii Describe a new type of metaphor that you could use to improve the design of this system. [2]

iv. Using examples from the literature, state three objections that authors have had about the use of metaphors in interaction design. [3]

v. Identify tasks for the online media player that would be best supported by each of the following interaction types – instructing, conversing, manipulating, exploring. [4]

Q6. When performing usability evaluations it is common to give users some time to familiarise themselves with the system.

i. Why is this important? Please provide three examples. [3]

ii. Describe two advantages and two disadvantages of utilising quantitative data in research. [4]

iii. Describe two advantages and two disadvantages of utilising qualitative data in research. [4]