Assignment –   
Design (Usability) Guidelines & Evaluation

# SIT216: User Centred Design

# Southwest University

**Assignment overview**

*Due date*: **Friday 18 December 2020**

*Weighting*: **50%**

*Mode*: **Individual**

*Requirements*: As a written report, you will present your **own set of website design guidelines** based on the readings/research conducted, **analyse and evaluate your allocated website** and provide some **suggested re-designs**.

**Assignment summary**

The purpose of this assignment is for students to investigate **website design (usability) guidelines** from credible websites and/or academic readings. From this research, you will need to form **your own influenced set** of guidelines and present them within the written report. You are also required to perform a **usability evaluation** on your allocated website using your set of guidelines. Your critique will identify the main features, the areas that have high usability and the areas that have issues while considering the typical users and their required functionality. From the results of the evaluation, provide some suggested re-designs of the interface. **Note:** do **not** produce HTML and work on re-developing the site; use a graphics package like PS (Photoshop) or similar instead to **only show the designs** (front-end).

**Website design (usability) guidelines**

This section of your report will contain a number of sections including:

* the presentation of your composed guidelines
* justification of your guidelines
* a list of **3 or more** academic references at the end of the report you produce for this assignment. Your reference should include the title, authors, publication year, publication venue (if applicable), URL (if applicable), etc.

**Usability evaluation - analysis of your site**

Using your allocated website (see the next section – ‘Your Website’):

1. Describe the characteristics of two different typical users of your interface. The characteristics of a user refer to what they need to use the interface for. What are the main tasks/goals that users need to perform with this interface? **This should be written as user personas.**
2. Provide a **brief** description of the interface including the time taken for the main page to load, the number of “zones” used (specific sections), the purpose of each zone, and the general “look” of the interface.
3. Using your guidelines, evaluate the usability of your interface (website).
4. Also use the framework to assess the usability of the interface considering aspects such as visibility, affordance, layout, consistency, learnability, memorability, emotional (affective) design/usability and aesthetics among others. Write a short opinion about the overall usability of your interface.

This section of your report will contain a number of sections including, but not restricted to:

* a description of typical users of the system and their needs
* a brief description of the interface/website home page
* sample screens and an analysis of the usability (screen captures or photos only).   
  **Note:** focus primarily on the home page of your allocated website for your analysis.
* a list of references at the end of the report you produce for this assignment

**Your Website**

The interface that you will use is determined by the last digit of your student number. For example, if your student number is 22201234567890**0** then you will analyse website **0** (xxxxx).

**Student ID last digit** **Website**

0 [Tmall](https://tmall.com)

1 [Sohu](https://www.sohu.com/)

2 [Jingdong Mall](https://www.jd.com/)

3 [Weibo](https://weibo.com/)

4 [Haosou](https://www.360.cn/)

5 [Youku](http://www.youku.com/)

6 [Taobao](https://www.taobao.com/)

7 [CSDN](https://www.csdn.net/)

8 [Sina](http://www.sina.com.cn/)

9 [163.com](https://www.163.com/)

**Interface re-designs**

Based off your usability evaluation in the previous section, provide 3-5 examples of interface re-designs (sections of the website only – not full re-designs of the entire homepage). Include a justification for the design concept in terms of the usability of the design. You should explain why your decisions make sense and why your interface concept works for the website.

**Submission Requirements**

Your submission must be in the form of a report. **A suggested approach is: title page, table of contents, introduction, website design (usability) guidelines, usability evaluation, interface re-designs, conclusion and references.** The length of the report should between 2000-2500 words. You must acknowledge all statements and information taken from other sources and adhere to the guidelines published regarding plagiarism. All ideas and material taken from references must be cited within the report itself and a full reference and bibliography (if appropriate) must be provided at the end of the report. Diagrams and/or tables may be used if you think this will strengthen your arguments. Remember that diagrams and tables adapted from other sources must be cited as well. Please reference in the style set by your teachers at SWU.

The assignment is to be submitted as either a Word document (.DOCX) or PDF to the commissary in charge of studies.

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**Marking Criteria**

This project is worth 50% of your total mark. You must demonstrate that you:

1. Are able to examine UCD literature, evaluate multiple sources, and produce a detailed series of design guidelines.
2. Can use the appropriate number of quality references.
3. That the guidelines produced cover multiple aspects of website design, such as (but not limited to) layout, colour and navigation.
4. Have gained an understanding of, and can apply, usability concepts.
5. Can discuss the usability of an interface in terms of the users who are expected to interact with the application.
6. Can provide an objective critique that draws on usability principles of the selected interface.

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| **Criterion** | | **Marks** |
| Website guidelines formed premised on the research conducted covering multiple design considerations. | | 20 |
| Justification of the worthiness of your formulated design guidelines and how they assist in designing usable websites. | | 10 |
| Description of the interface and its functionality. | 10 | |
| Description of possible users and their goals. | 10 | |
| Your evaluation and discussion of the usability of the interface. | 20 | |
| Website re-design examples suggesting improved usability | 20 | |
| References – correct number, cited and referenced correctly. | | 5 |
| Professional standards in organisation and writing. | | 5 |
| *Total (will be scaled back to a mark out of 50)* | | *100* |