

Individual Assignment #2

Due: by start of class (worth 5%) – See the Canvas deadline

LATE SUBMISSIONS 50% penalty (must be submitted before the next class period)

Overview

In this assignment, you will tackle a *design challenge* in which you will apply the concepts you are learning in the course to the design and analysis of an artifact or user interface.

The specific learning objective for this assignment are as follows:

- To practice designing user interfaces and artifacts using the design concepts and principles you are learning in this course
- To practice analyzing user interfaces and artifacts using the design concepts and principles you are learning in this course.
- To practice discussing design by (a) providing justification for design choices and (b) providing constructive criticism on a design, with an emphasis on how, specifically, the design could be improved.

Tasks

This assignment has two tasks:

1. **Design Task.** Create a series of design sketches of a **destination control elevator**, which **Norman discusses in Chapter 4**. Please be familiar with the concept of a destination elevator as described by Norman before performing the required tasks!

Your sketches should show **two interfaces/displays**:

- the interface/display located outside of the elevators in the hallway
- the interface/display located inside each of the elevator cars.

Your sketches should clearly illustrate how a user can use each interface/display to get to his/her desired location. As appropriate, **annotate the sketches with comments** to convey how a user would interact with them. In some cases, you may need to include “before” and “after” pictures to illustrate the result of an interaction.

See the “**Ten plus ten method**” handout (excerpt from the Greenberg text) attached to the assignment page.

2. **Analysis Task.** Using Norman’s concepts discussed in class (**affordances, signifiers, mapping, feedback, conceptual model, constraints, transfer effects, visibility**), analyze your design. *In a separate paragraph for each concept*, reflect on how your design succeeds (or does not succeed) at applying the concept. In addition, as appropriate, consider design changes you could make in order to better apply the concept. In your analysis statements, be sure to put each concept or principle you use in **bold type**.

Assessment

Your assignment will be scored on the following four-value scale AND based on the readability of your design sketches (i.e., **you will be docked points if your sketches are hard to decipher, too small, etc.**):

Points	Meaning	Description
0	Missing	Assignment not submitted, or submitted late
5	Incomplete	Solution is incomplete or significantly deficient. Part of the solution is missing or contains significant gaps.
8	Satisfactory	Solution is complete but could be improved. Minor and obvious deficiencies exist with respect to one or more parts of the solution
10	Exceptional	Solution is complete and acceptable as is. No obvious deficiencies exist. The student has demonstrated mastery of the material.

Note: You will be expected to discuss your submission during the class period the assignment is due. Please be prepared to take an active part in the assignment discussions. Be prepared to present your photographs along with your analyses of their design.

Handing in your Assignment

Tip: Import your sketches into a word processing program such as Microsoft Word, where you can add annotations and write your justifications. Then publish the assignment as a **.pdf** file and submit it to Canvas by the due date (go to the “Assignments” tab to submit it).