

Review

Key Consideration

Demonstrate your ability to **make decisions about design**, drawing on all the material covered in the module.

Universal Design

- Philosophy
- Principles
- Today's task:
 - “Explain Universal Design and the social model of design using examples and referring to each of the Principles of Universal Design”

Accessible Web Design

- WCAG, Level A, AA, AAA
 - Perceivable
 - Operable
 - Understandable
 - Robust
- Today's task:
 - “Identify and describe two good practices for accessible web design, under each of the four WCAG headings”

Interface Design Patterns

- UI Design Patterns
- <http://ui-patterns.com/>
- Definition of patterns
- Different patterns and their use
- Today's task
 - “Provide a paper prototype for a newspaper website, identifying relevant design patterns and their use”

User Research

- Development of strategy
 - Interviews
 - Observation
 - Selecting sample
 - Diversity of user (Universal Design, International)
 - Diversity of culture (Hofstede's cultural dimensions)
- Today's task
 - “Develop a user research strategy for the design of the new Ryanair website”

Internationalisation and Culture

- Internationalisation
 - Designing for adaptation
 - Language
 - Culture
- Today's task
 - “Provide a technical specification for the design of the new Ryanair website, which is responsive to social and cultural environment”

User Modelling

- Personas
 - Behavioural variables
 - Primary and secondary personas
 - Involving personas in design
- Today's task
 - “Demonstrate how to involve personas in the redesign of the CAO website”

Users - Perception

- Gestalt psychology
- Fitts' Law
- Hick's Law
- Affordances
- Today's task
 - “Provide a paper prototype for an online real-time gambling website, and justify your design decisions based on user perception”

Users - Learning

- Metaphor
- Behaviourism
- Constructivism

- Today's task
 - “Provide a design for a banking app which prevents people from over-spending each month”

Users - Persuasion

- Persuasive technology
 - Ability
 - Motivation
 - Trigger
- Today's task
 - “Provide a paper prototype of an app which encourages people to check their messages (SMS, whatsapp, email) less”

Evaluation

- Guideline review
- Laboratory study
- Field study
- Today's task
 - “Design an evaluation strategy for the new DIT website”