UX Design Assignment

Description

Identify a specific user interface, which requires some improvement. You must conduct detailed research into the interface, culminating in a redesign of the chosen interface. It should be evident that the work done in each section is relevant to the progression of the project.

The marking scheme is as follows:

Mark	Component	When do I submit?
10%	General discussion on the device/website you have chosen - 4%	Submission 1
	An outline of the problems you have with it – 6%	
15%	DISCOVER Phase (UX Design Cycle)	
28%	EXPLORE Phase (UX Design Cycle)	Submission 2
22%	TEST Phase (UX Design Cycle)	
10%	LISTEN Phase (UX Design Cycle)	
10%	Presentation	
5%	Quality (format, grammar, etc.) of project report	BOTH

Submissions

Submission 1

What do I need to submit?

Initial Project Report **in pdf** (Submission 1)

How do I submit?

1. Submit the pdf document through Brightspace by **6pm Monday 20ᵗʰ March.**

Submission 2

What do I need to submit?

1. Completed Project Report in pdf (Submission 1 & 2)
2. Presentation
3. Medium Fidelity Prototype

How do I submit?

1. Put all 3 files in a folder and zip it.
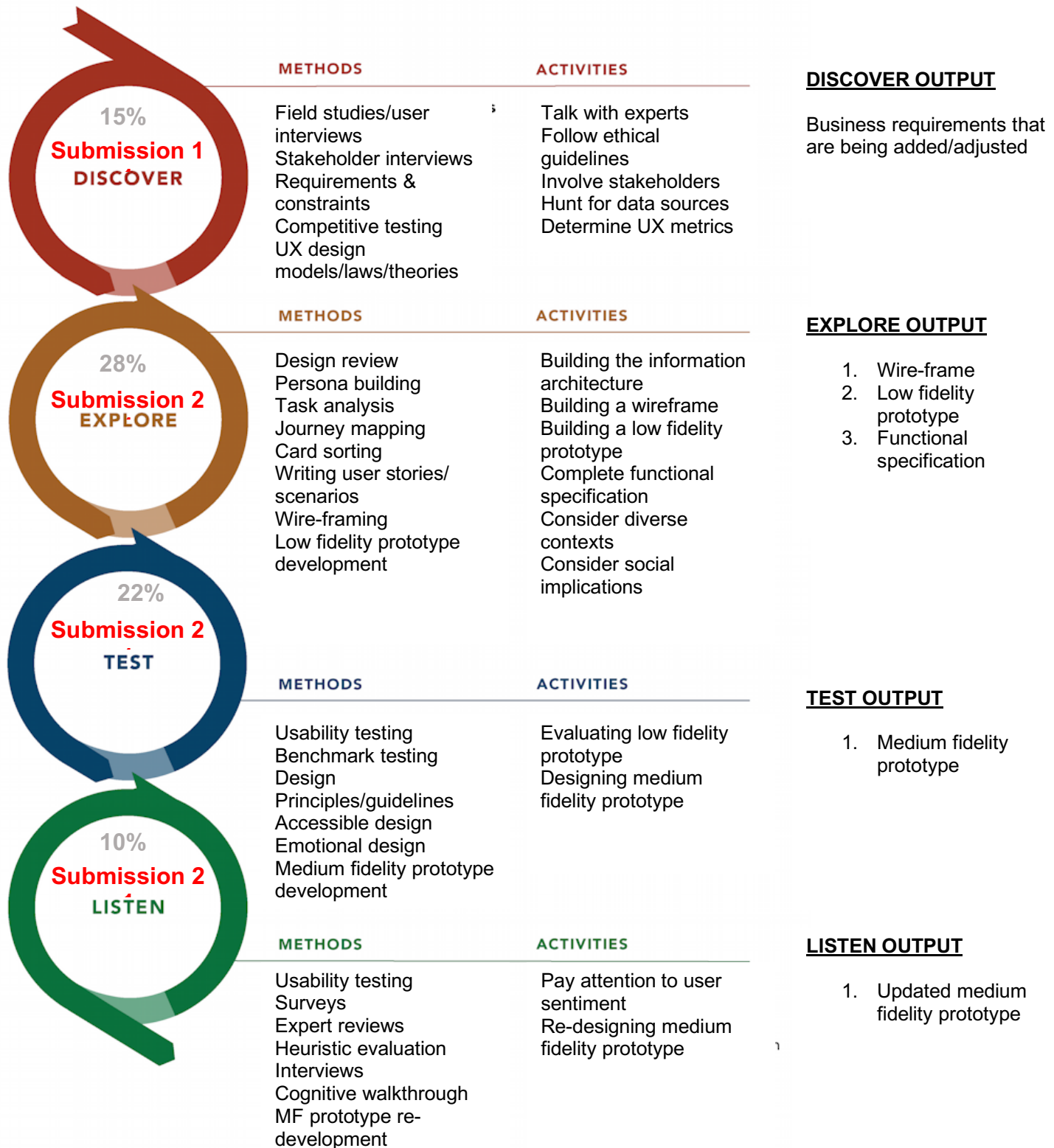2. Submit the zipped folder through Brightspace by **6pm Monday 24ᵗʰ April.**
3. **** Projects will be presented on Weeks 12 & 13.**

You will be required to make a 10 minute interview with Andrea outlining your approach and design. If you do not do the interview, your mark will be scaled by a factor of 0.7.

More information on what is required on the *UX Design Cycle* (75% of overall mark) is on the next page.

UX ACTIVITIES IN THE PRODUCT & SERVICE DESIGN CYCLE

15% Submission 1 — DISCOVER

METHODS	ACTIVITIES
Field studies/user interviews	Talk with experts
Stakeholder interviews	Follow ethical guidelines
Requirements & constraints	Involve stakeholders
Competitive testing	Hunt for data sources
UX design models/laws/theories	Determine UX metrics

DISCOVER OUTPUT

Business requirements that are being added/adjusted

28% Submission 2 — EXPLORE

METHODS	ACTIVITIES
Design review	Building the information architecture
Persona building	Building a wireframe
Task analysis	Building a low fidelity prototype
Journey mapping	Complete functional specification
Card sorting	Consider diverse contexts
Writing user stories/ scenarios	Consider social implications
Wire-framing	
Low fidelity prototype development	

EXPLORE OUTPUT

1. Wire-frame
2. Low fidelity prototype
3. Functional specification

22% Submission 2 — TEST

METHODS	ACTIVITIES
Usability testing	Evaluating low fidelity prototype
Benchmark testing	Designing medium fidelity prototype
Design	
Principles/guidelines	
Accessible design	
Emotional design	
Medium fidelity prototype development	

TEST OUTPUT

1. Medium fidelity prototype

10% Submission 2 — LISTEN

METHODS	ACTIVITIES
Usability testing	Pay attention to user sentiment
Surveys	Re-designing medium fidelity prototype
Expert reviews	
Heuristic evaluation	
Interviews	
Cognitive walkthrough	
MF prototype re-development	

LISTEN OUTPUT

1. Updated medium fidelity prototype

Adapted from https://www.nngroup.com/articles/ux-research-cheat-sheet/