Assignment 1: User-centred Survey

Due Date: 11.59pm Sunday 8 April 2018

This is a group assignment of three to four students per group.

Introduction

The objective of this assignment is to perform an analysis and a short survey on a **mobile application** on either the iOS, Android or Windows platform (choose one). This application should be published on the appstore/playstore and has a reasonable amount of users. Your tutors will approve your choice of application during the practical class by Week 2. This assignment is worth **15 marks total** and the deliverable will be a multi-part report numbering no more than 10 pages.

The Report

Part 1: Analysis of Application (40 marks)

Start here by introducing and discussing the application that you will be studying. This part should contain these sections:

1) **Who are the intended users? (10 marks)**
   Provide a list of user groups that you think is being serviced by the application. Furnish each group with a description and a set of with attributes. Look at similar applications to get an idea of who is the audience for this product.

2) **What were the main tasks that the users are expected to accomplish? (10 marks)**
   Define the main purpose of the application. What sort of tasks are expected to be accomplished with it? Discuss how the tasks are helped or hindered by the application. You can list down the tasks.

3) **Analyse the application based on user interface guidelines such as Krug's or Nielsen's usability guidelines and heuristics. (20 marks)**
   Now that you understand clearly what the application is supposed to do, and who are the users, discuss if the application is user friendly based on principles raised in classes and lectures. List down the problems that your team concluded that will present significant issues to the user in terms of achieving the goals of the task. You should include screenshots to support your analysis.

Part 2: Survey and Report (40 marks)

Next, create a brief survey that could be answered in less than 10 minutes. In this survey, you will gather data from the users of the system that you have initially identified in Part 1, Q1. You will then analyse the data to see if the findings match your initial thoughts, and write your arguments and findings in the report. You are not required to use statistics at this point.

You are required to survey **15 to 40** users.

Marks will be given for:

1) **The correctly identified users were the ones who were surveyed. (5 marks)**
   Please include a screener question to ask the users if they are in fact using or have used the application in question.

2) **Survey participants and methodology clearly described. (5 marks)**
   You should have at least a table showing the attributes of your survey participants so that they roughly match the user groups that you have defined in Part 1.1. Additionally you should also describe how you obtain your participants, from which channels and approach.

3) **Survey questions were designed properly and with relevance. (10 marks)**
   Your survey should be properly designed, and have a direction on what you would like to research in regards to your application that is related to your analysis in Part 1.3. For example, if you have identified that a huge problem with the application is how the user cannot see their progress during a task, you should ask questions pertaining to this issue in your survey.

   You need to use Google Forms. You **must** include a link to the survey in your report. Your tutor needs to have access to the responses spreadsheet (you need to share the access to the forms with your tutor).

4) **Arguments were supported with screenshots and user comments. (20 marks)**
   You need to have 15-40 valid survey responses. This will be validated by the survey data recorded in the Google spreadsheet.

   Based on your results, discuss what were the thoughts and sentiments of your survey participants in terms of the usability of the application you are studying. In particular, discuss if the findings match your analysis in Part 1.3. Provide screenshots and sample user comments to support your arguments.

Part 3: Presentation of Entire Report (20 marks)

A total of twenty marks are allocated for written presentation. To achieve maximum marks your work must fulfil these criteria:

- Have good use of layout and space.
- Be a professional report and language used.
- Have proper colours, fonts, and sizes.
- Be no more than 10 pages long.

Submission Requirements

Each group needs to complete a peer review in class during week 5 where each group will be supplied a physical form. In this form you will as a group agree on the work breakdown of each member and sign off. If there are any disagreements please consult your tutor for arbitration.

You must submit your report as a PDF via a blackboard link to be released.

Important Notes:

1) **If your report is over the limit of 10 pages you will lose the entire twenty marks allocated to Part 3.**
2) **Games applications are excluded from this assignment scope.**
3) **It is highly recommended that you discuss your choice with your tutor, which needs to be approved by Week 3.**

Assignment Timeline:

Week 1 - Assignment released, group formation and application study subject to be chosen.

Week 2 - Application choice run by tutors. Draft for part 1 analysis.

Week 3 - Drafting your survey and Survey approval in class Conduct survey approved by tutor. Create groups during tutorials.

Week 5 - Write analysis and prepare submission. Peer review to be done in class.

Assignment details

Marking Guide

Description	Marks
Analysis	40
Survey	40
Presentation	20
TOTAL	100

Penalties: Late submission (see Late Penalty section)

Submission Procedure

Submission is via PDF format ONLY through a link on blackboard, to be provided.

Late Penalties

Late submissions of assignments will be penalised as follows:

Time Submitted after Due Date	Late Penalty
0 to 4:59 minutes	no late penalty
5 minutes to 1 hour	5% off final mark
1 hour to 1 day	10% off final mark
1 day to 5 days	10% off final mark for every day late
more than 5 days	100% penalty (you will get 0 marks)

Plagiarism Notice

Plagiarism is a very serious offence. Any submissions determined to be a result of plagiarism will be given zero marks for that assignment. In the event that a hurdle requirement is not met, this will result in the failure of the course.

Please keep in mind that Turnitin software will be used to verify that you accurately reference works of other people: see Use of Turnitin in this course. You should familiarize yourself with the contents of the university website for Academic Integrity. All work is to be done individually and plagiarism of any form will be dealt with according to the RMIT plagiarism policy.

Writing Resources

Most of your report should be your own writing: try not to use quotations from your references unless there is something exceptional about the way they express a particular idea. Note that you must attribute original ideas, even when you describe them in your own words.

Your writing must be correctly spelled and grammatically correct, so that it is easily comprehended by the markers: they will not spend extra time to decipher poorly-written text in order to guess what you're trying to say. If English is not your first language, then write mostly simple, straightforward sentences: just say what you want to say, and don't worry about sounding literary or poetic. The following resources would also be useful to you:

- Assistance with English language skills is available from the Learning Skills Unit/Writing Skills.
- Plagiarism: What It is and How to Recognize and Avoid It from RMIT Plagiarism resources page.

If your written English skills are insufficient or have difficulties formulating a report then we recommend you seek advice at the student information centre.