

Exam Project - UX Design

The course for User Experience design will be completed through an individual examination task which will be presented on the 21st December 2017 and handed in to the course leader. It is important to document the process of your website design, as to gain a higher grade through deeper understanding of the principles of UX design.

The goal is to create a **website design** in the form of user interfaces designed to best illustrate a new website concept of your choice. The website design will act as a hypothetical design task from a dream brand that you have chosen as your client. The website will represent a new branch of income which the client currently does not cater to. This means a new service or offer which they want to incorporate into their strategy in order to attract more customers. The goal therefore is for you to use UX design to decipher values and functions that will attract new customer streams to an already existing brand. Through research you should be able to argue how this new website will attract new users.

You will be evaluated on how successfully you incorporate usability, value, adoptability and desirability into your website design. Keep the website design's visual look consistent throughout all its views. The views will be limited to the steps necessary in order to illustrate the website's main functions in a clear user journey.

Design Report

Seeing as the focus of this course is that of learning a strong design process, a design report shall be included as your deliverable. The focus of the report is to focus on organising a design process logically, clear for people to understand. The design report itself has a priority of easily followed and well organised instead of aesthetic design. The process will follow the UX process used in order to create your website design and will be handed in as a pdf to the teacher alongside your finished presentation. The website design shall be included in this report. The exercises that have been included at the end of the course lessons can be incorporated into the report if they are helpful to your process, otherwise the only necessary stages to be included in the design report are as follows.

The design report must include:

- Market research about the brand and the market
- Multiple user personas
- Design brief to define the goals of the project
- Mass ideation
- Information architecture
- Wireframing
- Finished website UI design
- Any class exercises used should be included.

Be sure to include readable documentation of stages such as mass ideation, such as high quality pictures. The views of the website should be exported at high quality as part of the report in JPEG or PDF, be sure to make these views as large as possible for clarity. Keep the report short and concise.

Submission and Grading

Participation of the course and final examination are mandatory for a G grade.

For **IG**:

- The required stages are not included in the design report
- The final presentation is missed or the examination task deadline is missed.

For G you should:

- A website prototype design, which will also be submitted to ping pong in pdf or JPEG format by the same time as the report.
- A design report which documents the creation of your website design which will be submitted in pdf format to ping pong latest by the **21st December 2017** by 9 a.m.
- A presentation of your finished design to the class and teacher on the **21st December 2017**. The examination will be a presentation for 7 minutes about your design process followed by questions about your design decisions.
- Present for the course and the examination presentations. Absence must be approved.

For VG you should:

- Include more exercises from the course material in your design process
- Illustrate a deeper understanding of the UX design process