

USABILITY DESIGN

Usability Investigation (30%)

(approx. 3000 words)

Submission deadline: Week 5

- Submit to Moodle

Carry out research into the area of online usability, generating a report to document your findings.

For the purpose of this assignment, your report should take the form of a case study, examined under the following headings:

- Overview
- Competitors, e.g. similar websites, apps, etc. (no more than 3)
- Primary needs & objectives (site / user requirements)
 - Scenarios (no more than 2)
- Design & navigation
 - Information architecture
 - Mobile usability (optional)
- Heuristic Evaluation
- Conclusion & Recommendations
- References

Suggested Marking Scheme (100 marks)

Demonstration of understanding in key areas:

- Overview & Competitors – 15 marks
- Requirements & Scenario - 20 marks
- Design & Navigation – 20 marks
- Heuristic Evaluation – 20 marks
- Conclusion & Recommendations – 15 marks
- References - 10 marks