HCI Design Brief

Project: *Name of project*

*Name of Client*

Author: Name

S Number: Number

*Workshop:* Day, Time, Instructor

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# Introduction

## Purpose of this Document

Give a brief statement outlining what this document is and what you aim to provide in this document.

## Scope of this document

Define the scope of your document – what will your document cover, and what is outside the scope of this document? (For example, level and amount of design, degree of functionality)

## Background

What is the background of the project? Why is it being done?

What problem are you addressing? What scope option does your design address?

What is the value/benefit for the client and user?

# Audience

Who is your target audience for this product (users and user groups)? Who will use it on completion? What are their characteristics and how will this influence your design choices? This may include:

• Age

• Sex

• Education

• Knowledge of technology

• Income

• Occupation

• Location

• Important Keywords for this group

## Human Factors

What key human factors apply for your audience with this specific product? How will they affect interaction with your product?

## User Research

What activities would work best to find out about your audience? Why?

# Usability Objectives

What level of usability do you wish to achieve? How will this be measured and success understood?

## Usability Tool

Clearly state what you need to understand to achieve your usability objective, and which usability tool you have chosen to use.

Apply your usability tool to your identified audience. Describe specifically how you did this

For example, how many people did you interview/survey? How many cards and people did you use for your card sorting exercise? How many surveys did you distribute and how many responses did you receive etc.

Present your findings.

<This will be a persona, the outcome from a card sorting exercise, a task analysis, a use case, or the outcome from a survey>

# Design

## Visual Design

Apply the usability design guidelines. Describe your visual design choices, such as:

* Layout,
* Visual elements,
* Icons,
* Graphics,
* Style,
* Colour palette,
* Fonts,
* General screen designs.

You need to include sketches, sample elements (such as buttons or menus), mockups etc, to support your discussion, explanation, and **justification** of your choices. Why have you made these design choices? Connect back to your analysis. Give each design element a unique identifier (a number that you can link to in your work – for example, if you have a series of icons then you might label each icon as IC1, IC2 etc)

# Prototype

Use any of the design tools covered in the course to develop a prototype for your product. Mock up at least 3 examples (ie, a minimum of 3 screens, or 3 product states).

# Discussion – User Involvement

Describe your approach if you have used actual participants in your work so far – what worked, what didn’t, and what did you learn?

How would you involve the user in your project if you did have access? What effect would that have on your approach? What would that change about the way you have worked?

# Testing

## Test Plan

Detail your testing plan for your design, following the approach outlined in the module book and covered in the workshop. Develop an evaluation consent form for your sessions and include this as an appendix – there is a sample template available on the course site. Your test plan should include:

* Testing purpose and goals – why are you testing this product at this time? What do you want to achieve? This can be written at a high level.

for example: Identify obstacles to enrolling in courses through the enrolment site.

* Participant characteristics – who will participate in your evaluation and testing activities? How many people? What roles do they represent?

for example:

|  |  |
| --- | --- |
| **Characteristic** | **Desired number**  **Of participants** |
| Undergraduate Student  Postgraduate Student | 11  5 |
| **Total number of participants** | 16 |

* Method – describe the approach you will take: how will you carry out the testing, how will the test session run? Include
  + a description of your approach,
  + an outline of the session and session timing
* Task list – this is simply a prioritised list of the specific tasks that the participant will complete. It should include a task description, detail around the materials needed for the session, a description of task success, and any benchmarks, such as timing.

for example:

**Task** Select courses for enrolment

**State** Website with three tabs leading to course

selection

**Successful completion** Participant selects correct courses

**Benchmark** Participant selects courses appropriate to

their major and prerequisite state, with no

errors.

* Data to be collected and evaluation measures. This can include measureable attributes such as error rates and time to perform a task, as well as experience aspects such as the participant’s opinions and ratings. Select data measures that suit your research questions.

for example: To answer the question “What obstacles do students encounter as they complete their course enrolment, whether through a desktop or a mobile device?”, I will collect data for:

* + Number of steps to complete task
  + Number of tasks completed with or without assistance
  + Number of ‘false starts’ and steps involved
  + Appropriateness of enrolment functions to the participant’s tasks
  + Perceived amount of time and number of steps
  + Usefulness of terms and labels

## Test Results and Analysis

Provide a summary and analysis of your test results. Detail dates of tests, participants, test results, and notes relating to the outcome. Include quantitative and qualitative results as needed in summary form. Include pictures of people evaluating your designs/prototype from your testing sessions in an appendix. Include scans or photos of your completed consent forms in an appendix.

## Findings and Recommendations

Review your test results for your initial design against the needs of your defined audience and the goals you established in section 3.

Give your findings and a clear list of recommendations for revisions to your design.

# Discussion – Accessibility

What are the accessibility implications for the product that you have designed?

How easy would it be for someone with accessibility needs to interact with your product?

What might you need to change?

# Discussion – Domains

You have designed a product for a specific situation and installation. How easily could your design adapt to a different domain? Discuss using a specific example (for instance, if you have designed a product for a work situation, how would it work in a recreational or home situation?).

What opportunities are available for your design in a different domain?

# Discussion – Emerging Technology

Identify one emerging technology and describe how it could transform your product.

What would you like to do with your product if there were no constraints?