

Assignment 2 (30%, group assessment)

Website Redesign Mockup and Report

Working in small groups, create a set of high-fidelity mockup images of a proposed website redesign for an **Australian small business**. Write a report about the redesign, providing theory-based justifications for the most important decisions made in the redesign.

Group Allocations

Assignment groups are allocated in the Week 4 Applied Class and finalised in Week 5.

All students must work in a group. Groups will have 3 members from the same applied class. Tutors may occasionally allow 4 members to balance student numbers. The number of group members dictates the number of pages in the website that need to be redesigned.

Choose a Website to Redesign

Your website redesign must be for a real Australian small business.

- **Australian** Located in Australia only, no overseas parent company.
- **Small** Only operates from 1 location (store, office, headquarters, etc.).
- **Business** Offers goods or services to generate profit.

Find a site that would benefit from a redesign! The business must already have a website. The current website should have enough content to support a redesign. If you can identify 10 things that you think could be improved, it may be a good choice.

If you are having difficulty finding a suitable small business website to redesign, try using Google Maps to search for different types of businesses in an Australian city.

Select a website early and choose carefully. Your tutor will speak to your group during the week 6 applied class to make sure you have selected an appropriate website.

Group Collaboration Guidelines

Your group must work collaboratively using tools that maintain a version history of all edits made by group members. Tutors may review your version history during marking.

- **Use the following collaborative tools with your Monash Google Account**
 - [Google Slides](#) or [Figma.com](#) to create your mockup images.
 - [Google Docs](#) to draft and write your report.

Tutors expect to see regular contributions to shared work from all group members. Report any group collaboration problems to your tutor as early as possible.

- **Week 5** Read the assignment brief and plan a group meeting.
- **Week 6** Finalise your website choice, begin work on the mockup and report.
- **Week 7** Complete a peer evaluation to provide constructive feedback.
- **Week 8** Finalise the mockup and report in preparation for submission.

All students will complete a peer evaluation survey in **week 7** to provide constructive feedback to group members. Feedback comments will be released to group members at the end of week 7 to allow for reflection and continued improvement during week 8.

Group members receive shared marks for the mockup and report, and individual marks for regular contributions to teamwork and providing highly quality feedback to group members.

Researching Your Site Redesign

Your redesign should attempt to solve real problems found in the existing site.

- Content that is not useful, inappropriate, or missing.
- Visual design unsuitable for the business or that makes the website hard to use.
- Information architecture problems that make information hard to locate.

The most important redesign decisions you make must be supported with appropriate reasoning that takes into consideration:

- Goals of the business and research into websites of competing businesses.
- The specific target demographics and goals of the customers.
- Theory taught in the unit and research, including observation of other websites.

Website Redesign Guidelines

The number of pages being redesigned is equal to the number of group members. One of the pages included in the redesign must be the website's homepage.

For example, a group with 3 members will redesign a total of 3 pages in the website.

- The site's homepage.
- Any 2 other pages in the site.

Group members should collaborate on all pages together instead of working individually on different pages. Collaboration ensures that the design will have consistency between pages.

The redesign must be in the form of a set of high-fidelity mockup images – not low-fidelity wireframes. Do not write code for a working webpage. No marks are awarded in this assignment for writing code.

- Any site content and design elements can be altered (with justification in the report).
- Any website features can be removed or added (with justification in the report).
- The mockup design must be presented in English.
- You do not need to implement any interactive clickable navigation.
- You may use images sourced online as graphic elements in your redesign. All images must be referenced at the end of your group's report.

Report Guidelines

- Provide links to your collaborative files (mockups and report) on the report's title page.
 - Assign your tutors the **editor** role so that your version history can be viewed.
- The report content should be **between 2000 and 2500 words** for 3 group members.
 - About 100 words for your introduction (topic, audience and project goals).
 - About 300 words for an overall critique of the website's current design.
 - About 500 words **per mockup image** for your website redesign justifications.
 - About 100 words for your conclusion (outcomes, further recommendations)
 - The word count excludes: title page, table of contents, diagrams, references.
- Use theory-based justifications and researched evidence to support your decisions.
 - You must discuss changed content, visual design and information architecture.
 - Justifications should make use of theory learned from unit content.
 - Evidence should be screenshots of similar features found in other websites.
- Include references as a separate page at the end of the report.
 - Reference all non-original resources used in the mockup images and report.

Deliverables and Submission

This group assignment requires 1 group member to upload a submission to Moodle.

- **Website Redesign Mockup Images**
 - Upload your group's mockup images to Moodle as a single **PDF** file.
 - If necessary, you can use an online tool to merge multiple PDF mockups into a single PDF file for submission: <https://smallpdf.com/merge-pdf>
- **Website Redesign Report**
 - Upload your group's report to Moodle as a separate **PDF** file.
 - Include references on a separate page at the end of the document.

Submission Due: Friday Week 8, 11:55 PM

Assessment Policies

Generative AI tools are restricted for certain functions in this assessment task

In this assessment, you can only use generative artificial intelligence (AI) in order to generate images to use as content in your website mockup images. Other uses of generative AI are not allowed. Any use of generative AI must be appropriately acknowledged (see [Learn HQ](#)).

Referencing of researched resources

Resources used in your assignment that are not your own original work must be acknowledged in a references list. This includes graphics and screenshots of websites. Formal academic referencing is not required as long as your acknowledgement is clear.

- Title - From the original resource or describing a specific part within your submission.
- Credit - Author, organisation or copyright-holder of the resource.
- Online link - URL that leads directly to the specific original resource used.
- Printed publications - The exact title of the publication and relevant page numbers.

Assessment deliverables must be uploaded to moodle

Unless otherwise specified in the assessment task description, all submissions will require deliverables to be uploaded to Moodle. Teaching staff cannot assess submissions via email, Google Drive or other methods of submission outside of Moodle. Where practicable, deliverables will be submitted to the TurnItIn similarity detection system.

Late submission of assessments

Unless an extension has been approved, each day, or part thereof, an assessment task is overdue, a late penalty of 10% of the available total marks applies up to a maximum of seven days. Assessment tasks submitted more than seven days after the due date will receive a mark of zero for that task and may not receive feedback.

Extensions and special consideration

Extensions and other individual alterations to the assessment regime will only be considered using the university's Extensions and Special Consideration Policy. All extension requests must be submitted directly to the university via the online extension request process.

- Learn about the different types of extensions on the [Monash Extensions Website](#).
- Apply for short extensions or special consideration using the [online form](#).

Submitting an application for an extension or special consideration does not guarantee that the extension will be approved, so you should continue to work on your assessment and submit it as soon as you are able to.