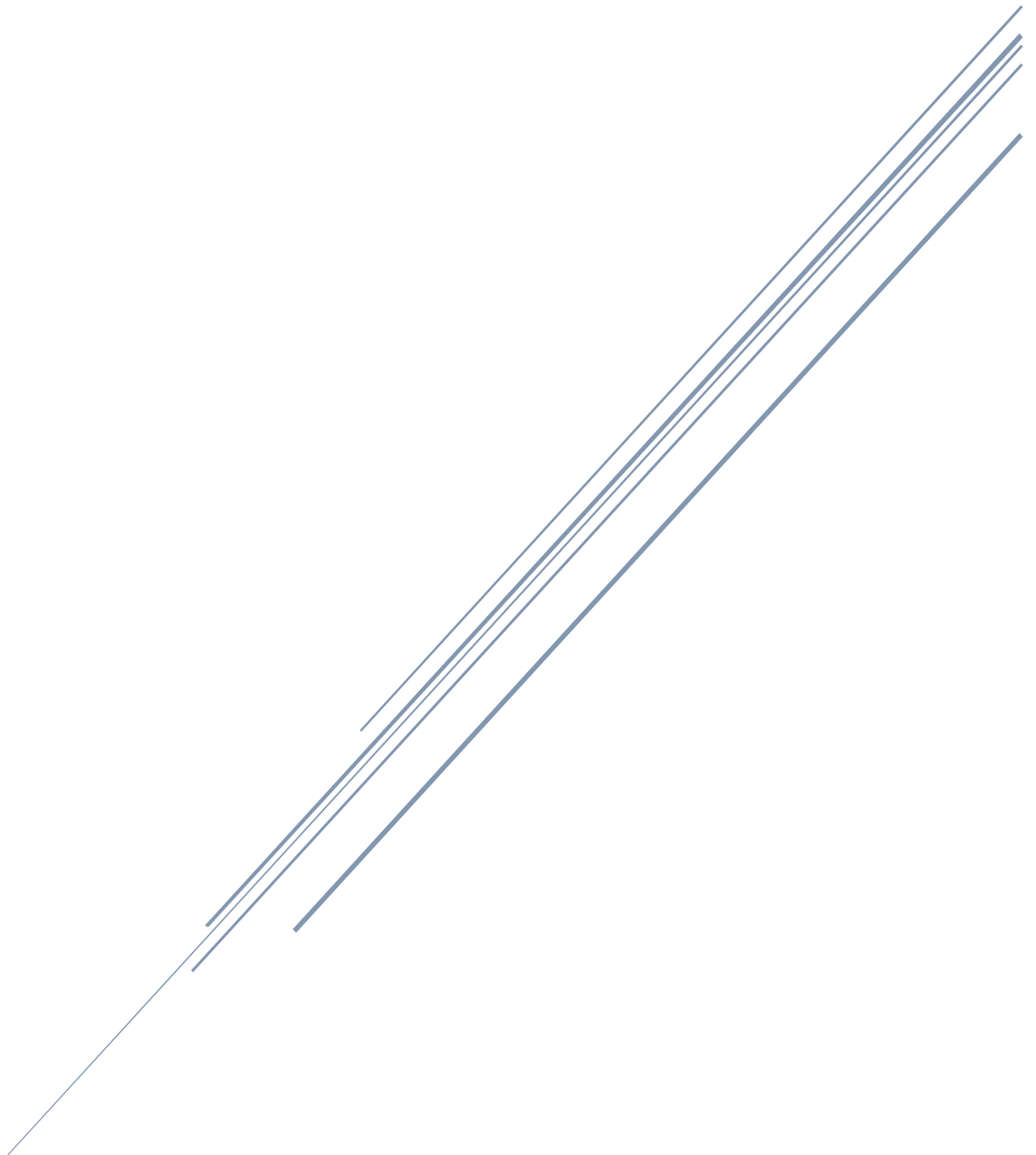# CSE11 HUMAN COMPUTER INTERACTION

Coursework Specification

October 2025 – January 2026

Dr Avgousta Kyriakidou Zacharoudiou

Assessment Information

An electronic copy of your work for this coursework must be fully uploaded on the Deadline Date of **SUNDAY 18/01/2026 by 23:55pm** using the link on the coursework Moodle page for DIS503.

Edit course: [CSE11-EN_F25] Human Computer Interaction | NUP

- For this coursework, you must submit **a single Acrobat PDF document**. You must also upload **a single ZIP** file containing supporting evidence i.e. your high-fidelity prototype. Please remember that there are limits on the size of the file – please check Moodle for more information.

- Any files uploaded on Moodle, should be free of any viruses and please ensure that these are not protected by a password. Otherwise, the submission will be treated as null.

- The work will be marked online and feedback on your work and your final mark will be made available on Moodle.

- Your lecturer will inform you when feedback and marks are released on Moodle.

- Please refer to your programme handbook for details on Assessment Regulations, including details of penalties for late submission, procedures for Extenuating Circumstances, and penalties for Assessment Offences.

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Coursework specification

MyLocalHub: Revitalising the Local Economy Through a Community-Driven Mobile App

Over the past decade, the City Council of Larnaka has been facing a growing concern shared by many European cities: the gradual decline of small, independent businesses in the face of aggressive competition from large retail chains and the rapid rise of e-commerce platforms. Once-vibrant neighbourhoods filled with family-owned bakeries, artisan cafés, handmade crafts, traditional shops, and local service providers have slowly witnessed decreasing foot traffic. The impact has been felt not only economically but also socially, as local commerce has traditionally played a crucial role in shaping neighbourhood identity, strengthening community ties, and supporting the city's cultural character.

Local shop owners report a consistent pattern: customers rarely discover their stores unless they happen to walk past them. Printed flyers and posters have limited reach, word-of-mouth marketing has weakened, and most businesses lack the digital skills or budget needed to maintain an online presence. The situation worsened during the pandemic years, after which many small businesses never regained their usual customer volume. A recent survey conducted by the City Council revealed that 62% of residents were unaware of the variety of local shops available in their own neighbourhood, and 57% stated that they would support local businesses more if there were convenient digital loyalty programmes instead of paper-based stamp cards that are often lost or forgotten.

Recognising these challenges, the City Council has partnered with the Local Business Association to launch MyLocalHub, an ambitious initiative designed to modernise the relationship between citizens and the small businesses in their city. MyLocalHub is envisioned as a mobile application that would act as a centralised digital platform through which residents, visitors, and business owners can interact more meaningfully. The Council aims for the app to become the primary gateway for discovering neighbourhood shops, receiving personalised offers, attending local events, and collecting digital rewards that incentivise community engagement.

At the heart of MyLocalHub is the belief that local commerce is more than economic activity—it's part of the social fabric of the city. The Council hopes that by improving digital visibility and offering innovative engagement tools, residents will rediscover the value of supporting

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their local community. The app is intended to run on recent operating systems (Android 15 and iOS 17) and will incorporate modern UX principles to ensure that even users who are not technologically confident can navigate it easily.

The application is expected to provide a smooth and engaging experience from the moment users open it. Citizens should be able to browse shops based on categories such as food and drink, crafts, beauty, professional services, and leisure. Each business will have its own profile, featuring photos, opening hours, specialities, and customer reviews. Importantly, the Council wants the app to feel warm, personal, and community-focused, rather than corporate or transactional.

Functionality of the New Mobile App:

The application is expected to provide a smooth and engaging experience from the moment users open it.

- Citizens should be able to browse shops based on categories such as food and drink, crafts, beauty, professional services, and leisure.
- Each business will have its own profile, featuring photos, opening hours, specialities, and customer reviews. Importantly, the Council wants the app to feel warm, personal, and community-focused, rather than corporate or transactional.
- A key feature of MyLocalHub is its **digital loyalty and rewards system**. Most small businesses currently rely on physical stamp cards, which are frequently misplaced or forgotten. The new digital version will allow users to collect points automatically with every purchase and redeem them for rewards, such as free items, exclusive discounts, or early access to offers. Business owners strongly support this direction, as they believe it will help build customer loyalty and encourage repeated visits.
- The Council also wants to integrate elements of **persuasive design**, such as achievement badges for supporting local businesses, weekly streaks for visiting certain neighbourhoods, and gentle reminders about upcoming events or expiring rewards.
- Another important aspect is the inclusion of a **community events calendar**, which many residents have requested. Currently, local events such as farmers' markets, cultural performances, craft workshops, and pop-up exhibitions are announced informally through social media or posters on lamp posts. MyLocalHub will bring these events together into a single, easily accessible digital space, increasing participation and helping event organisers reach broader audiences.

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- While the initial release focuses on customers accessing local shops, exploring offers, joining events, and claiming rewards, the long-term vision includes creating a **business dashboard** for shop owners.
- This dashboard will eventually allow businesses to upload their own offers, track customer engagement, and access insights about foot traffic and loyalty patterns. Although this dashboard is outside the scope of the student prototype, it shapes several of the user needs and requirements for the customer-facing mobile experience.

The development of MyLocalHub is being spearheaded by Marketing Director Anna Papadopoulou, who emphasises that the project must not only be functional but also emotionally resonant. She wants the digital experience to evoke a sense of belonging, pride, and community support. The Council sees MyLocalHub as more than a utility; it should feel like a friendly companion that encourages people to explore their city, discover hidden gems, and support local businesses in a meaningful way.

Your design team has already secured the contract to create the app's initial user interface design. You are now expected to produce a high-fidelity prototype that demonstrates how residents will navigate the app, access business information, collect rewards, explore events, and engage with their community. The prototype must be aesthetically coherent and incorporate elements of persuasive design and emotional interaction, as the Council places strong emphasis on creating an experience that is both helpful and inspiring.

Task Overview:

Design a high-fidelity prototype of the proposed mobile application's user interface for MyLocalHub. The design should consider user requirements across multiple screens, ensuring clear navigation between them. The prototype should effectively conceptualize and visualise the software, serving as a proof of concept for the final product.

Requirements:
- Apply UX/UI design theory.
- Include navigation flow between screens.
- Conduct an evaluation using an appropriate technique to assess usability and functionality.

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You are expected to use UX tools to support the design and development of your deliverables. You can use any tools of your choice, e.g. Figma, Xtensio etc.

Important Notes:

This is a **Group Coursework** with an individual report as discussed in the deliverables section.

A Group consists of FIVE TO SIX students. Your lecturer has the final say in the creation of the groups for this coursework.

You are expected to submit 2 outputs on the Moodle submission link.

1. ONE FINAL GROUP REPORT with two sections

- Each student should individually submit **ONE report with two sections.**
- **Section 1 will include** *Deliverable 1 which is the group work* and **Section 2 will include** *Deliverable 2 which is the individual report.*
- The title page of the report should include the names and student IDs of all students in the group.
- Section 2 should only include the name of the student who has completed the individual report.
- The pro-forma included in this coursework specification should be completed indicating individual contributions to the work and needs to be approved, accepted, and signed by all members of the group. **All coursework uploads from a group need to include the same pro-forma.**

2. ONE ZIP File with your high-fidelity prototype or the link to access your prototype online

- Please note that this coursework will require you to develop a high-fidelity prototype based on the coursework case study as a group.
- All students of a coursework group should submit a zip file with the high-fidelity prototype on the zip file submission link on Moodle.

Group Pro-forma

In percentage, please indicate the work contribution of each member. This should be agreed by all group members.

The total of all members' work must add up to 100%.

Put your initials in the signature columns. This copy must be signed by all members.

YOU MUST INCLUDE THIS FORM IN YOUR FINAL GROUP REPORT.

Group/Team Name:_____

Team member name	Student ID	Individual overall work contribution (%)	Additional notes on task description	Student Signature:
Student				
Student				
Student				
Student				
Student				
Total 100%				

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Deliverables

Deliverable 1: A final group report (approx. 4000 words)

Your final group report should be around 4,000 words. It should be presented in a *professional structure* and it should be underpinned by academic references in the Harvard referencing style.

The final group report must include the following:

1. **User Research:**
    a. **User groups.** A justified identification of **three (3)** appropriate user personas and **three (3)** scenarios relevant to the design of your high-level prototype.
    b. One empathy map **for each persona,** please ensure that you cover the four quadrants.
    c. **At least five (8) user stories,** derived directly from personas and scenarios.

2. **Visual Design.** Provide a critical, well-justified visual design strategy directly informing the prototype. This section must include:
    a. A moodboard reflecting the emotional tone, brand identity, typography, imagery, and colour inspiration.
    b. Colour palette selection and justification
    c. Considerations of emotion, branding, accessibility.
    d. Typography selection and justification. Readable and appropriate for the app theme.
    e. Layout and grid principles; How the structure supports clarity and navigation.
    f. Graphic elements, such as icons, images, UI components, visual hierarchy decisions.
    g. Persuasive design integration, for example rewards, streaks, badges, personalised recommendations, scarcity, social proof, encouragement etc.
    h. Emotional interaction integration and justification

3. **Wireframes:** Create at least 5 wireframes for your prototype app using a UX tool of your choice. Screens can include: Home / Explore; Business details page; Loyalty points & rewards; Events page; Checkout, confirmation, or account overview

4. **Create your Usability Evaluation tool.** Outline and justify the evaluation techniques to be used (e.g., heuristic evaluation). Create your **custom evaluation criteria** based on user personas, and UX guidelines and research performed above.

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5. **High-fidelity prototype.** The high-fidelity prototype should present the **core user journeys** identified in your scenarios, illustrating how users complete their main tasks within the app. It must also incorporate appropriate **persuasive and emotional design elements** to enhance engagement and support user motivation. The **navigation between screens** should be clear and intuitive, reflecting a coherent interaction flow. All design choices should be traceable to your earlier research, showing how the **personas, user stories, empathy maps, and moodboard** informed and shaped the final prototype. Include **screenshots** with annotations, explaining how design theory influenced each part of your design. The prototype screenshots should be annotated in the report to explicitly demonstrate this linkage.

6. **Evaluation of your prototype:**
   i. **Custom Evaluation:** Evaluate the high-fidelity prototype using your defined custom evaluation criteria.
   ii. **AI Evaluation:** Perform a second evaluation of your prototype, using one AI tool of your choice and include the results in the report.
   iii. **Comparison**: Compare manual vs. AI evaluation, discussing similarities, differences, and how AI can refine the design.

Deliverable 2: Individual component

Reflection and evaluation report (500+ words) providing:

Critical Reflection:

Reflect on your personal experience designing the UI prototype and how AI tools assisted in the design process. Discuss group dynamics and challenges faced. Finally reflect on how you will apply what you've learnt in future UX/UI projects.

Deliverable 1 and 2 need to be included in the same report and submitted as ONE pdf file.

Please ensure that you submit a zip file of your high-fidelity prototype (or include the link to your prototype) on Moodle together with your report submission or provide the link to your prototype within your report.

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Deliverable 3: Demonstration of prototype system

A demonstration of the prototype system you have designed will take place. During the demonstration, you will be expected to introduce your team and then go through your main deliverables. You should demonstrate your prototype to the **user** (your tutor), explaining your UI/UX decisions. Your lecturer will inform you about the date of your demonstration.

Failure to attend and deliver the demonstration will result in an overall mark of zero for this assessment.

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Detailed Marking Scheme

Section for which mark is awarded	Marks
Deliverable 1 – Group component	
1. **User Research:** a. *User groups. A justified identification of three (3) appropriate user personas and three (3) scenarios relevant to the design of your high-level prototype.* b. *One empathy map for each persona, please ensure that you cover the four quadrants.* c. *At least five (8) user stories, derived directly from personas and scenarios.*	**15**
2. **Visual Design.** *A critical discussion, selection and application of the concepts of colour theory, font terminology, layout design and the graphic design elements in the design of your high-level prototype.* a. *A moodboard reflecting the emotional tone, brand identity, typography, imagery, and colour inspiration.* b. *Colour palette selection and justification* c. *Considerations of emotion, branding, accessibility.* d. *Typography selection and justification. Readable and appropriate for the app theme.* e. *Layout and grid principles; How the structure supports clarity and navigation.* f. *Graphic elements, such as icons, images, UI components, visual hierarchy decisions.* g. *Persuasive design integration, for example rewards, streaks, badges, personalised recommendations, scarcity, social proof, encouragement etc.* h. *Emotional interaction integration and justification* .	**20**
3. **Wireframes** *Create at least 5, this could include:* – *Home / Explore;* – *Business details page;* – *Loyalty points & rewards;* – *Events page;* – *Checkout, confirmation, or account overview*	**15**
4. **Evaluation.** *Talk about evaluation techniques (e.g. cognitive walkthrough, GOMS, heuristic evaluation) and justify the one you will use to decide which one to take forward. Create your custom evaluation criteria based on user personas, and UX guidelines and research performed above.*	**10**

5. Create high-fidelity prototype
   ▪ *Create high-level prototype based on scenarios and personas developed in section 2 above. Show the design process and how they map to the points you raised in the report so far.*
   ▪ *The prototype screenshots should be annotated in the report to explicitly demonstrate this linkage.*
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1. Evaluation of your prototype: *Based on your discussion about evaluation methods and guidelines/standards above, perform a custom evaluation of your prototype as well as an AI evaluation, using an AI tool of your choice. Critically reflect on the results.*	**10**
Deliverable 2 – Individual component	
Reflection and evaluation report *A critical reflection on your own personal experience of designing a user interface for a prototype and how AI tools assisted in the design process. Discuss what you have learned, how it could be improved, and how you will apply this in practice. Group dynamics should also be discussed in this reflection*	**5**
Deliverable 3 – Demonstration	
A demonstration of the prototype system you have designed will take place. During the demonstration, you will be expected to introduce your team and then go through your main deliverables. You should demonstrate your prototype to the user (your tutor), explaining your UI/UX decisions.	**5**
TOTAL	**100**

Grading Criteria

Your work will be assessed for the quality of the report you will produce, both the group report and your individual reflection as well as the quality of your prototype system. In particular, marks will be allocated for:

▪ Demonstrating excellent research in the areas of interaction design and user interface design, methods, guidelines and standards.

▪ Demonstrating excellent research in the area of visual design and evaluation.

▪ Application of the theory and providing evidence of the process followed for the development of the high-fidelity prototype.

▪ Ability to develop a high fidelity prototype using a UX prototyping tool and incorporate AI tools in the evaluation process critically.

▪ Presentation, structure and coherence of the report.

▪ How well you have worked as a group. Group dynamics with effective interaction and team cooperation and/or management.

▪ Demonstration of independent thinking

▪ Detailed individual critical reflection.

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Individual student marks may be adjusted according to the pro-forma you will have to complete as a group and attach to your report.

Assessment Criteria – Marking Rubric

85-100% Outstanding	- Demonstrates outstanding knowledge and critical understanding of the underlying concepts and principles associated with the area of interaction design and user centered design. - Demonstrates outstanding application of the theories in the area of study to the design of relevant prototypes. - Outstanding coverage of assessment criteria and extensive range and consistent accuracy of information and knowledge. - Mastery of relevant standards, guidelines and evaluation methods and techniques. - Produce of an exceptionally coherent and well-structured assessment which effectively communicates information, arguments and analysis in a variety of forms and deploys key techniques of the discipline effectively. - Fluent argument demonstrating great independent thinking or critical insight. - Outstanding use of clear, accurate English, exceptionally well organised, with flow and progression. - Sources used are, without exception, acknowledged in the text and the reference list/bibliography, using correct citation and based on the Harvard style– including online sources. Follows an exceptionally strongly professional approach to academic practice.
80-84% Exceptional	- Demonstrates exceptional knowledge and critical understanding of the underlying concepts and principles associated with the area of interaction design and user centered design. - Demonstrates exceptional application of the theories in the area of study to the design of relevant prototypes. - Exceptional coverage of assessment criteria and extensive range and consistent accuracy of information and knowledge. - Mastery of relevant standards, guidelines and evaluation methods and techniques. - Produce of an exceptionally coherent and well-structured assessment which effectively communicates information, arguments and analysis in a variety of forms and deploys key techniques of the discipline effectively. - Fluent argument demonstrating great independent thinking or critical insight. - Exceptional use of the English language, with appropriate structure and flow - Sources used are, without exception, acknowledged in the text and the reference list/bibliography, using correct citation and based on the Harvard style– including

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	online sources. Follows an exceptionally strongly professional approach to academic practice.
70-79% **Excellent**	▪ Demonstrates excellent knowledge and critical understanding of the underlying concepts and principles associated with the area of interaction design and user centered design. ▪ Demonstrates excellent systematic understanding when discussing the design of a user interface prototype. ▪ Excellent coverage of assessment criteria and extensive range and consistent accuracy of information and knowledge. ▪ Excellent understanding of relevant standards, guidelines and evaluation methods and techniques. ▪ Produce an excellent, coherent and well-structured assessment which effectively communicates information, arguments and analysis in a variety of forms and deploys key techniques of the discipline effectively. ▪ Fluent argument demonstrating great independent thinking or critical insight. ▪ Excellent use of clear, accurate English, very well organized. ▪ Sources used are all acknowledged in the text and the reference list/bibliography, using correct citation and based on the Harvard style– including online sources. Follows an excellent approach to academic practice.
60-69% **Very Good**	▪ Has researched into the routes to designing a user interface prototype and demonstrates a very good systematic understanding. ▪ Coherent and detailed knowledge is presented at a very good level and able to provide very good critical analysis of the route to design this. ▪ Demonstrates very good critical understanding of the materials covered in the course which relate to above. ▪ A very good range of appropriate literature is used. Views are discussed and arguments presented with reference to this literature, and there is evidence of very good deployment of established techniques and research when designing a prototype. ▪ There is also evidence of very good commentary on aspects of current research. ▪ A very good structure – with clear presentation and organisation of ideas. The work observes almost all academic conventions in style, content and is presented well, mostly using Standard English throughout. The majority of this work uses a style which flows well. ▪ Sources used are almost all acknowledged in the text and the reference list/bibliography, mostly using correct citation and mostly based on the Harvard style – including most online sources. A very good approach to academic practice.
55-59% **Good**	▪ Has researched into the routes to designing a user interface prototype and demonstrates good systematic understanding. ▪ Detailed knowledge is presented at fairly good level and are able to provide some good critical analysis of the route to design this.

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	▪ Demonstrates a fairly good understanding of the materials covered in the module.
	▪ Good demonstration of initiative, research, critical analysis, organization, engagement, and application
	▪ An adequate coverage of assessment criteria and consistent accuracy of information and knowledge.
	▪ Demonstrates a good ability to devise and present a mostly clear argument using your understanding of the knowledge gained and based on research.
	▪ A standard and largely accurate application of relevant standards, guidelines and evaluation methods and techniques.
	▪ Produce of a good assessment which communicates information, arguments and analysis in a variety of forms and deploys key techniques of the discipline effectively.
	▪ Clear argument which may demonstrate a degree of independent thinking or critical insight.
	▪ A good structure for the most part. The work observes many academic conventions in style and content and is mostly presented in Standard English, with some errors and omissions. Some sentence structure also needs revision and this can affect the flow of your work in places.
	▪ Literature is not always correctly referenced within the text and/or reference list/bibliography. The Harvard style is not always used. Almost all texts are included in bibliography. Reading list is good in terms of number of sources.
50-54% **Sound**	▪ Demonstrates sound knowledge and a somewhat clear understanding of the underlying concepts and principles associated with the area of project planning tools and techniques, risk management, budgeting and resources management and demonstrates a sound level of engagement.
	▪ A sound demonstration of initiative, research, critical analysis, organisation, engagement and application.
	▪ An adequate coverage of assessment criteria and extensive range and consistent accuracy of information and knowledge.
	▪ Demonstrates a good ability to devise and present a mostly clear argument using your understanding of the knowledge gained and based on research.
	▪ A standard and largely accurate application of relevant project management standards, guidelines and evaluation methods and techniques.
	▪ Produce of a good assessment which communicates information, arguments and analysis in a variety of forms and deploys key techniques of the discipline effectively.
	▪ Clear argument which may demonstrate a degree of independent thinking or critical insight.
	▪ A good structure for the most part. The work observes many academic conventions in style and content and is mostly presented in Standard English, with some errors and omissions. Some sentence structure also needs revision and this can affect the flow of your work in places.

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	▪ Literature is not always correctly referenced within the text and/or reference list/bibliography. The Harvard style is not always used. Most of the texts are included in bibliography. Reading list is sound but could include more sources.
45-49% **Satisfactory**	▪ Routes to designing a user interface prototype are discussed with limited accuracy and several omissions. ▪ Demonstrates a satisfactory level of understanding, but it is less systematic and provides a description rather than an analysis and lacks criticality. ▪ Satisfactory understanding of the way concepts presented are related– with clear omissions. Overall a satisfactory attempt at this criteria. ▪ Demonstrates a satisfactory application of initiative, research, critical analysis, organisation, engagement and application. ▪ Satisfactory reference is made to background reading, but it is limited in nature and draws on a restricted number of authors. There is some evidence that the literature has helped to inform your designs and satisfactory evidence of use of some techniques and research when designing a prototype. ▪ Demonstrates a satisfactory level of understanding, but it is less systematic and provides a description rather than an analysis and lacks criticality. Satisfactory understanding of the way concepts presented are related– with clear omissions. ▪ An adequate coverage of assessment criteria with limited range of information and knowledge deployed. ▪ Some knowledge and simplistic application of relevant techniques. ▪ A familiar or limited range of information and knowledge deployed, with some areas of inaccuracy. ▪ Argument and analysis may not be fully developed. ▪ Acceptable quality of presentation, structure and standard of English.
40-44% **Pass**	▪ Minimal knowledge and understanding of the underlying concepts and principles associated with the area of study. ▪ Barely acceptable application of initiative, research, critical analysis, organisation, engagement and application. ▪ Routes to designing a user interface prototype are discussed with some accuracy but many omissions. ▪ Demonstrates a satisfactory level of understanding, but it is less systematic and provides a description rather than an analysis and lacks criticality. Satisfactory understanding of the way concepts presented are related– with clear omissions. ▪ A barely acceptable coverage of assessment criteria with limited range of information and knowledge deployed. ▪ Simplistic and basic understanding and application of relevant project management models and techniques. ▪ Limited range of information and knowledge deployed, with some areas of inaccuracy.

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	▪ Argument and analysis lack development, however there is satisfactory reference to background reading and understanding of concepts being presented. ▪ Acceptable quality of presentation, structure and standard of English.
<40% **Fail**	▪ Unacceptable standard. ▪ Lack of basic knowledge and understanding of the underlying concepts and principles associated with the area of study. ▪ There is a failure to engage with enough relevant literature and, where background reading is referred to there is little evidence that it has been understood. ▪ Little understanding of the techniques needed for designing a prototype. Need to read much more widely and improve understanding and the research that supports it. ▪ Provides little evidence of analysis. There is insufficient evidence of understanding of the materials covered in the module. ▪ An inadequate coverage of assessment criteria with lacking information and knowledge and evidence. ▪ Insufficient or inaccurate knowledge of the subject, its standards, guidelines and evaluation techniques. ▪ Inability to develop a reasoned argument. ▪ Unacceptable quality of presentation, structure and standard of English

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