

UX Design Project

“Sustainable Food for Students”

Final Submission: Tuesday 9th May 2023 2pm
Blackboard

Module: User Experience (UFCFH5-30-2)

Semester 2: 16st January – 15th May 2023

Component: B2

Weighting: 45% of module mark

Contact Time: 3 hrs. per week

Coursework preparation: 4.8 hrs. per week |

Reading and learning course material: 3 hrs. per week

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Assignment Overview

This real-life scenario project asks you to gather all the knowledge and skills acquired on the User Experience module so far and apply it in a practical context.

Initially as a group, later individually, you are asked to develop a design concept and prototype for an interactive system, web application or service, along the lines of "Sustainable Food for Students". The exact nature of the work and its title are up to you.

Sustainable Food for Students

You aim to design an interactive and engaging experience for users that will assist both their individual and collective approach to a global environmental and health problem.

You will need to understand whether and how sustainable food matters to students; then based on your previous design recommendations, design and test prototypes for an interactive system, web application or service.



<https://www.pexels.com/photo/yellow-lemon-beside-brown-and-green-round-fruits-on-white-textile-4440169/>

Throughout the design process, you will need to consider ethical issues regarding data use, privacy, and data protection. You will need to conduct yourself professionally and follow existing university policies and guidelines.

Remember the key for the success of this assignment lies in shaping the experience of these users and demonstrating to them how their interactions can make a real contribution to alleviating the global problem of food sustainability.

What the interactive system, web application or service should do:

- Your design should empower users to overcome some boundaries or limitations (disempowerment, discrimination, unsupportive habits...).
- You aim to work with users entering food-related data, which is then analysed. Please note, this brief is not so much about executing the technical aspects, but more about design ideas and interface design. Allow yourself to dream up solutions that may not yet exist.

- Carefully think about the design of your user interface (UI) as this will not only give you the power to meet users' expectations but will also allow you to submit excellent UX design work.

Top Tip - Think outside the box:

In terms of location and technology, your solution could take advantage of open data or network-connected devices (sensors etc.) that may be used by a person or may be embedded in a campus/city environment and convert information into digital data.

Or your solution could be linked to an interactive kiosk / digital billboard located around the campus/city to make collected data visible and to increase awareness of the sustainability issue it explores. The work could also involve non-screen-based interactions, such as physical or audio-based interaction.

Deliverables

- 1 **Group Concept Presentation** – A group concept presentation will take place in early spring 2023. Please submit your group .ppt slides on the day.
- 2 **Individual Final Pitch and Final Prototype** – Your final pitch is the individually updated group pitch, having taken feedback into account. Your final design prototype can be hosted online (submit URL) or submitted as a file uploaded to Blackboard. Evidence of prototypes 'in action' can be submitted in form of a 1-min video recording (.mp4).
- 3 **Individual Design Folio (URL)** – documenting your input into user research, prototyping, and testing processes; this should include evidence of inspiration, design ideas, sketches, lo fi prototypes, user testing documentation, concept development documentation and a bibliography of existing artefacts consulted.
- 4 **Individual Project Evaluation** (1500 - 2000w .pdf) – The report needs to summarize and critically evaluate your contribution to this project; referring to relevant academic sources, as well linking to the materials in your design folio.

Important Dates

Group Concept presentation: 02.03.2023 in class, please submit a copy of your group pitch (PowerPoint slides) on the day.

Individual Pitch Sharing: 20.04.2023 in class, share your individual pitch and prototype to get final feedback before the submission.

Design Project Submission: May 11th 2023 13:59 via Blackboard, including elements 2 - 4 listed above.

Assessment Grid

<40 Fail	40 – 49 Pass	50-59 Good	60-69 Very Good	70+ Excellent
Group Concept Presentation 25%				
Presentation non-existent, students not attending. Confusion, with major questions remaining; off topic content, lack of strategy; no ethical or professional context provided.	Unclear presentation, students not presenting as a team. Some confusion remains, with unanswered questions ; an unsuitable topic or concept was chosen. Ethical concerns surrounding the health data not much recognized.	Concept evident, but there may still be some unresolved/ unconsidered issues. Presenters may vary in quality and engagement. Minor questions remain. More ethical and professional context is needed.	Convincing design strategy, well argued for and presented but there may still be occasional unresolved issues. All group members well are engaged in presenting. Ethical and professional concerns are mostly addressed.	Very clear and persuasive design concept professionally presented. All potential ethical and professional points are considered. Evidence of professional planning and communication. The team supports each other.
Final Prototype and updated Pitch 50%				
Little apparent connection between prototype and design objectives. Execution poor, ideas unlikely to lead to user engagement. Disjointed ideas.	Some basic connection between prototype and design objectives. Low quality execution, lacking in ideas, or ideas requiring much further development.	Satisfactory match to research and brief but lacking quality or workability. Somewhat derivative or lacking in imagination – although somewhat engaging.	Good match to research and brief – workable if needing further refinement. Engaging and showing creative flair or innovation potential on a good level.	Excellent match between design, research & brief – professional throughout. Highly creative / innovative execution– likely to lead to strong user engagement.
Individual Project Report 10%				
Structure non-existent. Report too long or too short. Content too confusing to comprehend or general lack of meaningful content.	A lack of clarity in structure or content somewhat confused. Significant style errors and/ or poor presentation, some irrelevant material presented.	Structure ok but problems with logical flow. Fair presentation, some useful points made. but with mistakes in grammar or spelling. Inconclusive.	Clear structure and mostly logical flow of content. Generally good presentation with occasional inattention to detail, but well-argued points.	A very logical structure that is easy to follow. Convincing conclusions. Excellent presentation with no grammatical, spelling errors, fully justified points.

<40 Fail	40 – 49 Pass	50-59 Good	60-69 Very Good	70+ Excellent
Individual Design Folio 15%				
No evidence or unconvincing evidence of primary and/or secondary research. No evidence or unconvincing evidence of application of design processes. No folio. No concern of users in the design process. Missing or irrelevant user testing.	Design documentation limited or rushed; little evidence of a quality design processes. Primary and secondary research also somewhat undocumented – no clear conclusions drawn. Little concern of users in the design process, only basic user testing with superficial results.	Research fair but not always appropriate or clearly justified; secondary research limited or lacking some relevance. Some design documentation present, though sometimes unconvincing or lacking persistent focus on user centred design. Some user testing with relevant results.	Appropriate research methods chosen and well executed, secondary research quite extensive and findings clear. Design documentation shows good evidence of a user centred design process and consulting a good range of artifacts. In depth user testing sessions reveal insightful results.	Good quality primary and secondary research; Findings very clearly synthesized, reported and cross-referenced. Design documentation shows excellent range and quality of design artifacts. Clear and high-quality user centred design processes in action with iteration, testing, improvement. Professional user testing sessions with convincing results.

Feedback

Verbal feedback will be available on the day of the pitches as well as in the sessions prior to submissions.

You are encouraged to seek feedback from your tutors throughout the whole project development phase. You also need to seek (and reflect on in your design journal) feedback from target audiences and peers during the process.

It is expected of you to consider all feedback received and if necessary to implement this in the next phases of the design process.

Study Support:

The following links provide detailed information on study skill provision and UWE academic policy. In submitting your final submission for examination you agree that you have read the following guides linked to below:

- Digital Media BSc Learning Policy:
- UWE Study skills: <http://goo.gl/NalwD5>
- UWE Word count policy: <http://goo.gl/Qe8kbq>
- UWE Referencing policy (UWE Harvard): <http://goo.gl/Iu3S3L>
- UWE Plagiarism policy: <http://goo.gl/vAHWOp>
- UWE Academic appeal process: <http://goo.gl/Tf1nv3>

Plagiarism Advice:

The usual university strictures about plagiarism apply to this assignment. It is good practice in academic writing to reference correctly the work of others that you may draw upon for your own. Please help us to clearly distinguish your original efforts by so doing.

If you use code from other sites, the sources must be referenced in your Bibliography. If you use any other site(s) as a source of ideas for your site, you must reference the source. If you copy code and/or ideas from another student's work, or even if you are helped by another student, you must reference/acknowledge the source.

- UWE Plagiarism policy: <http://goo.gl/vAHWOp>