UX: Project Name (in Tahoma, 24pt)

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in Verdana 10pt

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*Screenshot(s) of the work (600 pixels high x 800 pixels wide .jpg)*

**Summary of project**

Verdana, 9pt. This is a top line description of your project. Please summarise your project, giving a bird’s eye view of it. What is the project? What was its aim? main points achieved in your project. Short summaries like this are for other professionals who just want to get to the core of your work without having to read every detail. You could put your elevator pitch here. Note: this information is not included in the word count.

**Keywords**: term, term, term

**Individual Report** (max 2000 words)

**1. Introduction** 300 words

The formatting for the main text is Verdana, 9pt.; the text should be justified, except for the references section and bibliography. Sub headings are 9pt bold. Even in this individual report, avoid writing in first person if you can, focus on the project instead.

Briefly introduce the project here within its professional context. Tell us what it is about, what problems it solves, why it is important, interesting or valuable. Then summarize what was your role in the progress of this project (for this sentence you can use “I”). Which areas did you make major contributions to? This could be from early stages (interviews), mid stages and/or later stages (prototype).

**2. Discussion of project development** 1400 words

In this section the most important thing is to evaluate: How successfully were problems encountered along the way being dealt with? To do this, give us a few specific examples of some relevant problems and solutions you have encountered as part of your role in the group. Please do not give us the whole story A-Z.

Your chosen examples could be conceptual, technical, practical, legal (think copyright, or project branding) or ethical (think user interviews, vulnerable user groups), but definitely UX-related. Tell us how UX design problems were overcome, or at least how every method was exhausted to arrive at the best possible solution.

When critically evaluating your main contributions to the group project you will need to refer to relevant academic sources, as well linking your contribution to the materials in your design folio. The latter can be done by providing specific URLs to blog pages, or by inserting screen shots.

You can insert quotes, graphs, screenshots, diagrams, etc. if useful and important. Please note, all materials inserted need to be linked in with and discussed in the main text, like the example table below (Table 1); they cannot remain disconnected.

| **Table example** | **1** | **2** | **3** |
| --- | --- | --- | --- |
| User 0 | 22.52 | 12.16 | 10.75 |
| User 1 | 22.72 | 12.26 | 10.60 |
| User 2 | 0.009 | 0.008 | 0.014 |

**Table 1:** Captionbelow the table, Verdana 8pt. For white background use a 1/2pt border.

You should include references that link your project convincingly to its professional context (e.g. competitors, professional UX discussions, TED talks etc.)   
  
If you are new to UWE Bristol Harvard referencing please read the [introduction to referencing](https://www1.uwe.ac.uk/students/studysupport/studyskills/referencing/introduction.aspx). Click here for [how to refer to (cite) a work in your text](https://www1.uwe.ac.uk/students/studysupport/studyskills/referencing/uwebristolharvard/howtociteawork.aspx). Also here for [General advice on how to format quotations in your assignment](https://www1.uwe.ac.uk/students/studysupport/studyskills/readingandwriting/writing/formattingyourwork.aspx) (includes when to use quotation marks). Follow guidance here on how to reference the following: [books](https://www1.uwe.ac.uk/students/studysupport/studyskills/referencing/uwebristolharvard.aspx#books),  [journal articles](https://www1.uwe.ac.uk/students/studysupport/studyskills/referencing/uwebristolharvard.aspx#journalarticles), [films](https://www1.uwe.ac.uk/students/studysupport/studyskills/referencing/uwebristolharvard.aspx#films), [television programmes](https://www1.uwe.ac.uk/students/studysupport/studyskills/referencing/uwebristolharvard.aspx#television), [images and illustrations](https://www1.uwe.ac.uk/students/studysupport/studyskills/referencing/uwebristolharvard.aspx#imagesandillustrations), [official publications](https://www1.uwe.ac.uk/students/studysupport/studyskills/referencing/uwebristolharvard.aspx#officialpublications), [web pages](https://www1.uwe.ac.uk/students/studysupport/studyskills/referencing/uwebristolharvard.aspx#webpages).

**3. Conclusion and recommendations** 300 words

Reflect: to what extent does the project now fulfil with what it set out to do. You want to underline the achievements of the project here, but at the same time not hide any obvious omissions/ problems.

Reflect: What significance could this project have in a wider professional context? What can other professionals draw from this project? What does it improve on? Critically analyse what has been achieved and if necessary suggest different future approaches.

**4. References** (=not included in word count – these are the sources you are actually quoting in this report; in alphabetical order, for example)

Allan A, Schneider B and Miller C 2015 *Journal Name* **37** 074203

Bertrand J and Banes C 2009 *Journal Name* **23** 544

**5. Bibliography** (=not included in word count – these are other items you have read around this topic; in alphabetical order, for example:)  
Author, A. (2009) *A Book About Student Projects*. Location Publisher.

Author, B (2008) ‘Journal Article’, *Digital Media Journal*, Vol 1/13, pp 13-23

University of the West of England (2009) *UWE Library Services:Study skills - The Harvard System* [Online] Available from <https://www1.uwe.ac.uk/students/studysupport/studyskills/referencing/uwebristolharvard.aspx> [last access: 23 September 2009]

**Appendixes** (add these if necessary, they do not add to the word count).