# Project

## Overview:

The User Experience (UX) design process begins at understanding the objectives of a business and how best to serve a target audience. By comprehending the psychology of a user, as well as applying UX best practices, it's possible to provide them with a positive and memorable experience. User experience design shapes the digital landscape of a website — guiding people through its expanse, and giving them something that affects how they feel. Visuals, content, structure, and navigation all come together to give someone a memorable experience. End users are at the centre of the UX.

The UX design process follows five key phases:

a) Product definition
b) Research
c) Analysis
d) Design
e) Validation and Testing

## Task:

In your allocated groups, you are to utilize UX best practices learnt in class to develop a project for this module. You are tasked with approaching a business start-up of your choice *[be it coffee shop, car dealership, BC tuckshop, Spaza shop etc.]* which you will do research on. This research should be done to find out if the start-up business has a functioning website or App that they use and how best you can utilize UX concepts to improve the website or App. If the business does not have an existing website or App, you will as a group come up with a proposed UX design of a website or App.

## Note:

Belgium Campus marketing department will be showcasing your journey in designing your UX projects on Belgium Campus social media platforms. Make sure you document all the phases of your UX design process *[feel free to use images, videos, TikTok etc.]*. This will be showcased in the final presentation of the project.

## Constraint:

*This can be a web-based, iOS or Android App; all suggested technologies need to be available on the market today or within the next 12 months.*

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## Requirements

While completing the project, amongst all of the different working parts, ensure you at least include the following in your final project submission:

| Task | Due Date |
| --- | --- |
| ➢ Relevant user research (including necessary surveys as evidence) and identifying current problems existing with the business website or App. | 25-04-2022 |
| ➢ Conduct a competitor assessment report. | 26-04-2022 |

➢ From your research, create User Personas for your application.    28-04-2022

➢ Include all sketches that demonstrate Low Fidelity Prototyping.    29-04-2022

➢ Utilize Wireframes to design and demonstrate Medium and High-Fidelity Prototyping, using a prototyping tool of your choice.    03-05-2022

➢ Show and present all Mock-ups including interaction design.    04-05-2022

➢ Document all Mock-up testing mechanisms utilized.    04-05-2022

➢ Documented feedback of usage of website or App from selected users and business stakeholders.    04-05-2022

➢ Project Presentation    05-05-2022

## Additional notes

➢ You are required to work in groups of 4 people. Your lecturer will appoint the teams in class.

➢ As this is user experience and design, it is recommended that your team continuously interact with the stakeholders of the project (your lecturer) as you progress with the project.

➢ Your team will present the final project the day after submission. This may be observed by a panel of people (Belgium Campus Graphics Department – may include external stakeholders from UX industry) selected by the Lecturer.

## Mark Allocation

| Criteria | Mark Weight |
| --- | --- |
| Students seem like they have done the relevant user research for this type of product. | 5 |
| Students provide evidence of user research they have done and the evidence is usable. | 5 |
| Based on this research, students have identified problems with the previous platform. | 5 |
| Students have performed a comprehensive competitor assessment that can be used to shape their approach to the project. | 5 |
| | |

| **Personas:** | |
|---|---|
| Students clearly explain to the panel of "stakeholders" what personas are and why they have made use of them. | **5** |
| Personas look professional and are descriptive. | **5** |
| Personas are descriptive of the typical target audience, but also accounts for the type of user that would not typically use the application (in a second persona perhaps). | **5** |
| | |
| **Sketches:** | |
| Students provide compelling evidence of some of their more "*rough*" work that they made while they were still in the ideation stage. | **5** |
| | |
| **Wireframes:** | |
| Students have wireframes that graphically illustrate the placement of components that will be in the application. | **5** |
| Wireframes look professional and are easily understandable. | **5** |
| There are wireframes for all possible screens of the application (as appropriate) (Completeness). | **5** |
| Wireframes have annotations for some extra explanations where needed. | **5** |
| | |
| **Mockups:** | |
| Mockups look professional, neat and clean. | **5** |
| It is clear that the mockups have been made based on their wireframes. (It should at least be similar) | **5** |
| Testing mechanisms of Mock-ups clearly stated | **5** |

| Would you (the panel judge) prefer to use this application over the original? | 5 |
|---|---|
| Documented feedback from all stakeholders | |
| **Total** | **[80]** |

## Additional Information

- All work must be done as group work. Belgium Campus have software that can **scan for plagiarism** and a student caught doing this will get 0 for this assignment.
- Late assignments will not be accepted; missing the deadline is an automatic 0.