

UNIVERSITY OF CHESTER - Undergraduate Programmes Assignment Specification
Faculty of Science and Engineering
Department of Computer Science

Module No CO6210	Module Title Design Thinking for Innovation	Assessment No 1 of 2	Weighting 25%
Submission Date Thursday 18 th November at 17:30			Feedback due by 18.12.21
Assignment Title Written Report			
Learning Outcomes Assessed LO1 Critically analyse user experience issues in technology and software innovation. LO2 Demonstrate a good understanding of the human-centred design lifecycle, according to ISO 9241-210.			
Submission Information Files must be named with your assessment (J number), e.g. J123456.pdf and J123456.zip. The name for each entry on TurnItIn must also be your assessment number. Files submitted in an incorrect format will usually be marked as zero. All components must be submitted to avoid receiving a mark of zero. Any late work penalties for assignments will be calculated using the latest submission date/time.			
Extensions Extensions should be requested through the online system available on the Registry services pages on Portal . Late work is penalised at the rate of 5% per day or part thereof. Academic Integrity The material you submit must be your own work. Please avoid colluding with peers on your work. The penalties for breaching the academic integrity policy are severe. The minimum penalty is usually zero for that piece of work. Further information is available at Portal > Support Departments > Academic Quality and Standards > Academic Standards > Academic Integrity			

Assignment Brief

Write a 1000-word report on the following topic:

'Human-centred design' (you should use the terms "user" and "human" interchangeably)

You should adhere to the following points:

1. Provide context for the topic of human-centred design as part of user experience, with a brief overview of its origins. You may refer to one or more alternative software development methodologies as appropriate, for the purpose of drawing comparisons or enhancing key arguments **(30 marks)**
2. Include a short discussion of the ISO 9241-210 process including supporting figure(s) where appropriate. **(40 marks)**
3. Maintain a suitable academic report style and structure throughout, including an appropriate introduction, discussion and conclusion, with APA references list. **(30 marks)**

Support and guidance

- In UX literature, the terms "human-centred" and "user-centred" can be confusing and debated. You should assume they are one and the same, and avoid attempting to differentiate them, for this report.
 - Ensure your report utilises theory from the module reading list as well as articles from other reliable sources. Be sure to **reference** these correctly using **APA** style guidelines.
 - Workshop attendance is vital to success in your assignments; we cover essential theory, run through past examples of similar work, and you have opportunities to clarify the assignment brief and receive feedback on your assignment progress.
 - **Please note:** You will not be provided with feedback on assessment progress or drafts within one week of the submission date.
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Assessment Criteria

	1 st	2.1	2.2	3	Fail
Written report (25%) Quality of research, written content and academic report format	<p>A very high standard of research undertaken, and this has been utilised expertly in the report.</p> <p>The overall standard of writing and written content was high, showing a significant level of planning and skill.</p> <p>A professional standard of report format and presentation, including the correct academic report structure.</p>	<p>A good standard of research undertaken, and this has been utilised expertly in the report.</p> <p>The overall standard of writing and written content was high, showing a significant level of planning and skill.</p> <p>A professional standard of report format and presentation, including the correct academic report structure.</p>	<p>A decent standard of research undertaken, and this has been utilised expertly in the report.</p> <p>The overall standard of writing and written content was high, showing a significant level of planning and skill.</p> <p>A professional standard of report format and presentation, including the correct academic report structure.</p>	<p>Some evidence of literature being utilised in the report.</p> <p>The overall standard of writing and written content was acceptable but suffered from many limitations.</p> <p>The standard of report format and presentation was acceptable, including an attempt to adhere to the correct academic report structure. However, there were significant issues in respect to all of the above.</p>	<p>Little to no evidence of literature being utilised in the report.</p> <p>The overall standard of writing and written content was very poor and not reflective of the standard expected at this level.</p> <p>The standard of report format and presentation was poor, neglecting the correct academic report structure entirely, or to a large extent. A number of other significant issues present.</p>