

**Internal Assessment Resource**

**Digital Technologies & Hangarau Matihiko Level 3**

This resource supports assessment against Achievement Standard 919011

**Standard title:** Applyuser experience methodologies to develop a design for a digital technologies outcome

**Credits:** 3

**Resource title:** It’s not U, it’s UX!

**Resource reference:** Digital Technologies & Hangarau Matihiko 3.2A

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| This resource:   * Clarifies the requirements of the achievement standard * Supports good assessment practice * Should be subjected to the school’s usual assessment quality assurance process * Should be modified to make the context relevant to students in their school/kura environment and ensure that submitted evidence is authentic |

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| Date version published by Ministry of Education | December 2018 Version 1  To support internal assessment from 2019 |
| Authenticity of evidence | Teachers/kaiako must manage authenticity for any assessment from a public source because students may have access to the assessment schedule or student exemplar material.  Using this assessment resource without modification may mean that students’ work is not authentic. The teacher may need to change figures, measurements or data sources or set a different context or topic to be investigated or a different text to read or perform. |

Achievement standard 91901 is derived from both *The New Zealand Curriculum* and *Te* *Marautanga o Aotearoa.*

**Internal Assessment Resource**

**Achievement Standard:** 91901

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**Teacher/Kaiako guidelines**

The following guidelines are supplied to enable teachers/kaiako to carry out valid and consistent assessment using this internal assessment resource.

Teachers/kaiako need to be very familiar with the outcome being assessed by the achievement standard. The achievement criteria and the explanatory notes contain information, definitions, and requirements that are crucial when interpreting the standard and assessing students/ākonga against it.

**Context/Te Horopaki**

User experience (abbreviated as UX) is how a person feels when interfacing with a digital system. The digital system could be a website, a web application or desktop software.

The assessment activity requires students to:

* Explain the purpose of the outcome and the requirements of the end users and justify that the chosen design is suitable for the purpose and end users.
* Generate a range of design ideas which make use of user experience methodologies and evaluate how the user experience methodologies were used to develop the chosen design.
* Develop an informed design for a digital outcome through effectively using data gained from modelling and user testing to improve the design.
* Justify how the chosen design might be further developed in the future.
* Explain the relevant implications and evaluate how the chosen design addresses relevant implications.
* Justify the choice of user experience methodologies used to develop the chosen design.

Note: This assessment task includes aspects of developing a refined design. You could integrate this material with another assessment where the student develops the outcome based on the design.

Teachers are encouraged to edit this task to make it suitable for their community.

**Conditions/Ngā Tikanga**

It is recommended that students should have multiple checkpoints with their teacher as they work through this assessment activity to ensure they have an opportunity to ask questions and gather feedback.

Conditions of Assessment related to this achievement standard can be found at <http://ncea.tki.org.nz/Resources-for-Internally-Assessed-Achievement-Standards>

**Resource requirements/Ngā Rauemi**

The list of resources for this standard will depend on the teaching and learning programme. As an overview, students will need access to appropriate software, cameras, internet etc. that can assist with collecting evidence of the application of user experience methodologies in the development of their chosen digital outcome.

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**Student/Akonga instructions**

**Introduction/Kupu Arataki**

This assessment activity requires you to apply user experience methodologies to develop a design for a digital outcome.

During the development of the design you need to provide evidence of applying user experience (UX) methodologies.

User experience is how a person perceives and responds when interfacing with a system. The system could be a website, a web application or desktop software.

Decide on how you will record evidence of the development of your design. This could be in the form of an online presentation, blog, log, annotation of design concepts, screencast, or other forms of digital evidence.

You are going to be assessed on how well you develop, refine and justify the design for a digital outcome:

* Explain the purpose of the outcome and the requirements of the end users.
* Investigate relevant user experience methodologies. This could include usability evaluation techniques, user-interface design guidelines. Summarise your findings.
* Decide which user experience methodologies are best suited to the development of your chosen digital outcome. Give a justification for your choice.
* Use UX methodologies to generate a range of design ideas.
* Explain the appropriateness of the chosen design.
* Use modelling (for example, mock-ups) and user testing to test the design idea. You need to keep evidence of the feedback from user testing, and the data gained from your modelling. You could undertake further research to help refine/modify your designs.
* Use the evidence from the modelling and user testing to justify why your design is suitable for the purpose and end users.
* Explain the relevant implications and evaluate how the chosen design addresses the relevant implications.
* Justify how the chosen design might be further developed in the future.

Teacher note: Insert due dates and timeframes

**Task/Hei Mahi**

Follow the steps below:

**Design direction**

Explain the purpose of the design and the requirements of the end users. You may need to conduct research around what the end users need the outcome to do or solve.

Explain the relevant implications for your design

**Investigate relevant user experience methodologies** and summarise your findings. These links might assist you:

Teacher note: Insert relevant links here for students.

**Generate a range of design ideas.**

**Choose a design and explain its appropriateness.**

**Model and test your chosen design**

This means you need to:

* test/check whether your ideas are feasible
* check that end users understand how your design will function
* test that your design addresses relevant implications (for example: usability, accessibility, functionality, internet information and intellectual property).

Your modelling and testing should be systematic and comprehensive.

Effectively use data from modelling and user testing to further develop your chosen design.

Evaluate:

* how user experience methodologies were used in developing the chosen design
* how the chosen design addresses relevant implications.

**Use data gained from testing and modelling to improve the design**

Present your design idea with annotations that show feedback on your design and improvements you made based on the feedback. Evaluate the user experience and how you have applied user experience methodologies.

**Justify how the chosen design makes use of user experience methodologies**

Justify:

* the choice of user experience methodologies used to develop the chosen design
* that the chosen design is suitable for the purpose and the end users
* how your chosen design might be further developed in the future.

**Submit your evidence**

This will include:

1. Your design ideas
2. Evidence of how you developed your chosen design
3. The final design.

**Assessment schedule/Mahere Aromatawai: Digital Technologies & Hangarau Matihiko 91901 – It’s not U, it’s UX!**

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| **Evidence/Judgements for Achievement/Paetae** | **Evidence/Judgements for Achievement with Merit/Kaiaka** | **Evidence/Judgements for Achievement with Excellence/Kairangi** |
| Apply user experience methodologies to develop a design for a digital technologies outcome.  The student has:   * explained the purpose of the outcome and the requirements of the end users   The student has chosen a specific context for the digital design outcome such as a website, game, app, film, etc**.** The student then clearly explains the purpose and end users.   * investigated relevant user experience methodologies   The student researches methods or examples of generating design ideas using a range of user experience methodologies that may include: user research, usability evaluation, information architecture, user interface design, interaction design, visual design, content strategy, accessibility.   * applied user experience methodologies to generate a range of design ideas   The student selects and uses appropriate design conventions to generate two or more design ideas for the digital outcome. They have demonstrated the application of user experience methodologies.   * explained the appropriateness of the chosen design   The student provides a description of how the design is appropriate to the purpose and end user requirements, such as easy to read, navigate, meets accessibility standards.   * modelled and tested the design idea   The student shows evidence of trialling and testing design ideas. This may include:   * evidence of discussions with teacher * trialling ideas with end-users such as going through procedures * checking users’ understanding * data gained from modelling and user testing. * explained relevant implications   Implications explained may include:   * aesthetics of the design * functionality * accessibility considerations * intellectual property   *The examples above are indicative samples only* | Apply user experience methodologies to develop an informed design for a digital technologies outcome.  The student has:   * effectively used data gained from modelling and user testing to improve the design   The student shows where feedback/data has been used to improve their design or the design of an interface. This may include:   * evidence of teacher feedback on the functionality of the design * further internet research on a specific detail that leads to improved design * data from user testing on the suitability of the features included in the design * explained end-user considerations and how their design meets these. * evaluated how user experience methodologies were used in developing the chosen design   The student has provided an evaluation of the user experience methodologies used in the design and what information these methods could highlight and resolve prior to development of the digital outcome.   * evaluated how the chosen design addressed relevant implications   The student has evaluated (given reasons) why their design will enable a fit for purpose digital outcome. They have used evidence to evaluate how their design addresses implications such as ease of use, technical feasibility, functionality, reliability, privacy.  *The examples above are indicative samples only* | Apply user experience methodologies to develop a refined design for a digital technologies outcome.  The student has:   * justified the choice of user experience methodologies used to develop the chosen design   The student shows a clear link between their research and the user experience methodologies used in developing the design and modelling they conducted. The student is able to justify the UX methodology chosen with clear links to their design.   * justified that the chosen design is suitable for the purpose and end users   The student is able to justify design decisions around elements selection, for example:   * Images, graphics, fonts – legibility, readability * Clarity of instructions and/or features that enhance the intuitiveness of the digital outcome * Display and feedback   The student is able to justify how each component, or element of the design will function in a way that enables the digital outcome to work reliably for the end users.   * justified how the chosen design might be further developed in the future   The student may look beyond the initial design idea to a next phase of development explaining digital outcome changes that refine the design to enable improved functionality and incorporate other or refined application of user experience methodologies.  *The examples above are indicative samples only* |

Final grades will be decided using professional judgement based on a holistic examination of the evidence provided against the criteria in the Achievement Standard.