FIT3175 – Usability: Assessment

You are being hired as a group to propose and design a new app for *Driving Change* – a venture capital think-tank, that is keen to invest in and develop the future of transport. This is *Driving Change's* first app, so they are new to this space. Their stakeholders have heard about 'user-centered design (UCD)' and 'user experience (UX)' as hot topics in the industry, so they are keen to be able to report on how they have engaged with these trends.

Driving Change want you to design an app that enables the future of public transport, **Drive**.

Their vision:

Public transport helps move people around a city en masse. However, current public transport is limited geographically (*where it stops*) and temporally (*when it runs*). Private cars, by contrast, service the majority of a city much more frequently, as people carry out personal errands, commute to work, and go about their lives. What's more, these cars are rarely full. *Let's fill up these cars, save the environment, reduce the burden on public transport, and get people to where they need to go faster.*

Currently, people jump in their car, fire up their navigation (on Google Maps, Waze, etc.), and drive to their destination. During navigation, we think of their route as (in effect) a temporary bus route. **Drive** makes that routing information public in real time to would-be passengers, allowing people to see a much broader range of available 'bus' routes, and jump in and out for varying portions of a journey. People may link together multiple private journeys, to get to where they are going – **Drive** offers real-time route finding and optimisation.

Think of the **Drive** driver as a temporary Uber driver, who doesn't have to leave their pre-planned route. The passengers, like in an Uber pool, jump in and out, and get paired up at random. Unlike Uber, however, the passengers aren't prioritised, the driver is. And the driver is just someone going about their daily business.

Driving Change thinks there is a lot of potential in this space, but also a lot to think about, including incentives, how notifications work, booking in advance, re-routing around traffic jams, individual transport preferences, safety, etc. These are just some examples of the complexity of this space. *Driving Change* are excited to see innovations for **Drive** – *the future of public transport.*

That's the brief. *Driving Change* is specifically looking for innovation – across user experience, technology, design, and concept. As a UX consulting firm – the rest is on you.

Engage in a UCD UX process to research – define – design the *Drive* app.

This assessment will track your progress through to completion and evaluation of a high-fidelity prototype.

Part A: 10%

Basic Required Deliverables:

- A thorough description of **Drive, *capturing your UX firm's innovations*** (up to 2 pages, may include illustrations, etc.)
- 4 user personas
- 15 user stories
- 4 low-level app prototypes (sketches), *at least* 3 layers deep. (These can be annotated to confer additional information).
- Report on your UCD process. What did your process look like? Include details of what informed your designs. Justify your favourite design. (Up to 2 pages).

Marking breakdown for Part A:

- 10% basic description of **Drive**
- 10% personas
- 10% User Stories
- 10% Prototypes
- 20% Report
- 40% Innovation:
  - Feature Innovations – what's your unique take on Drive and why is it interesting?
  - Method Innovations – what additional deliverables are you submitting? And why?
  - Theory – how are you applying theory, from the lectures, to your work?
  - Narrative – how are you bringing everything together? How do ideas flow between your deliverables? Why are you doing those deliverables?

Part B: 10%

Required Deliverables:

- A journey map (for 2 classes of users). (This is not a map showing a geographical 'journey' from A->B).
- A high-fidelity app prototype.
- A Style Guide, including logos, fonts, colors, layouts, and pattern library.
- Update report on your UCD process, design decisions, etc. (Up to 2 pages. Be succinct. Your design can continue to evolve with your thinking. If it has evolved, tell us what has changed since *Part A*).

Marking breakdown for Part B:

- 24% Journey Map
- 24% High-fidelity prototype
- 24% Style guide
- 10% Report
- 18% Quality and Innovation:
  - Theory
  - Narrative flow

- o Additional deliverables
- o Going above and beyond

Part C: 5%
- Presentation. Present the app and outline your UCD process. Remember: your app is a specific interpretation of the brief – make sure we understand the nuance and detail of your take on ***Drive.*** (15 minutes).

Part D: 10%
- *Evaluation of a prototype.*
- *Strategy for assessing quality of your own prototype*
- *More to follow!*

This assignment brief leaves room for you to explore user needs, pain points, desired features, interaction opportunities, etc. Sometimes, you will engage in projects that are heavily specified, and you will fight for any design wiggle room at all. Sometimes, you will be given very little specification, and plenty of opportunity to massively underwhelm. This assignment is the latter. If you just execute the basic brief and deliver the basic deliverables, you will pass, but you won't be able to get a great grade. We are looking for you to engage, innovate, and THINK. Think through the nuance of what different users might want here, the incentives, possible pain points, etc. 40% of the marks are for your innovation, creativity and thinking. **We have specified the minimum required deliverables. But be inventive – if you think your process would benefit from something else, do it and tell us about it.** In the real-world, you have to go 'above and beyond' or you won't be hired again. That is equally reflected here.

IMPORTANT: If you enjoy UX and think it might be of interest to you, use this coursework as an opportunity to develop a portfolio.