

Assignment Guidelines.

Stage 1 : User Profiling & Task Analysis

start with conducting the **stakeholder analysis** by identifying the stakeholder in your chosen case scenario. Identify only **primary user**, **secondary user** and **tertiary user** only. Justified why those user belong into those stakeholder group.

Example:

Stakeholder	Who?	Justification
Primary		
Secondary		
Tertiary		

choose at least 1 **data gathering technique** to be use in conducting the data gathering and user profiling activities. Justify how was the selection made which map into your scenario.


Execute the data gathering technique chosen. Include **introduction** on how the activities going to be executed such as number of participant, venue, medium of distribution and others.

Provide a **blank sample** of your chosen technique.

Analyze the data created thru the activities above.

write the **Impact** towards each of the data retrieve in the analysis part above. Impact means how does the data received; influence the design on the new proposed UI later.

Example (Analysis & impact):

Question 1:	
Justification of the question	
Analysis	
Impact	

- Produce the **list of the requirement** and **user profile table (only for primary user)** from the data gathering activities.

conduct the **Task Analysis** by executing the **Hierarchical Task Analysis (HTA)** activities. You have to conduct 2 **complete set** of HTA which include the diagram (textual/graphical representation), Matrix for analyzing the diagram (Critical, Difficulty, Frequency) and Impact of the HTA in deriving new requirement.

Example :

①

Plan 6 : xxx
xxxxxxx

0. Cook Food

1. Prepare meal

2. Put xxx
xxx

3. Select
xxxxx

4. Listen xx
xxxxxxx

②

	critically	Difficulty	frequency
Prepare meal	H	L	H
Put xxxxxxx	H	M	H
Select xxxxx	M	M	H
Listen xxx	L	H	H

③

Impact:

- The need of easily process for selecting a program xxxxxx.

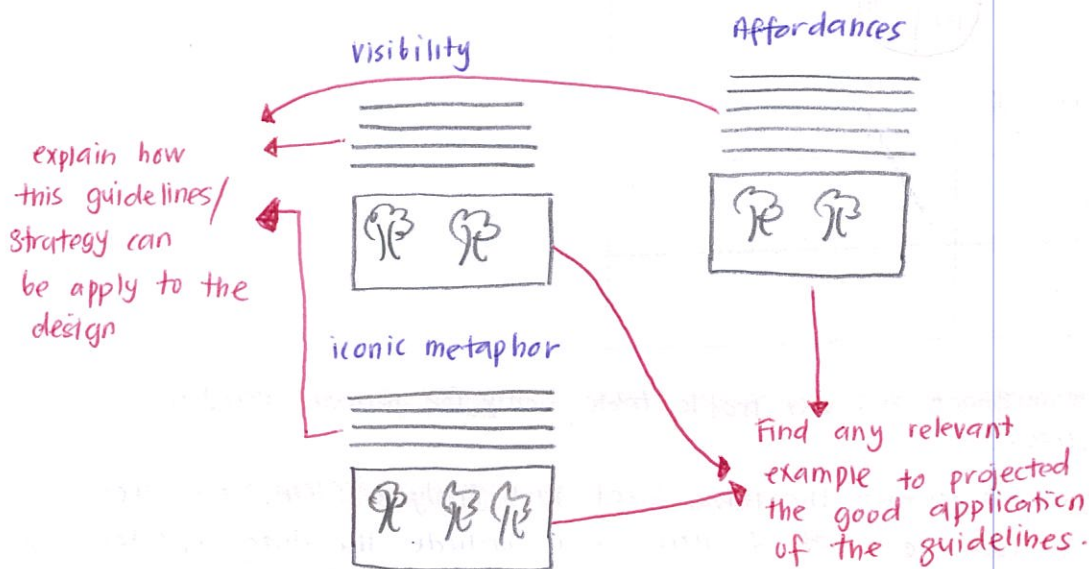
Stage 2: Usability goals, design guidelines & competitive Analysis

- start by identifying and select at least 1 **usability goals** to be assigned towards the new UI. (Usability Goals: Learnability, Memorability, Efficiency, Error, Subjective Satisfaction, Robustness and Flexibility).
- **Justify** what criteria are use to make the selection above. Relate data from **stage 1**.
- Identify at least 3 **strategy / design guidelines** to be propose to be use in achieving **each** of the **usability goals** chosen above.

Example: Learnability (usability goal 1)

explain how this goal benefit your target user.

Below are the proposed guidelines to be use in achieving the goal:



- Next conduct the **competitive analysis**. Use the **2 competitor** which have been identified in **stage 1**. **Analyze** the competitor by identify what is good & bad base on the **design perspective** & **interaction style**.

Example:

Company	Company A	Company B	Company C
Criteria	★	★ ★	★ ★ ★

- write the **impact** towards the competitive analysis activities.

Page 3 : Parallel Design, Participatory Design & Prototype.

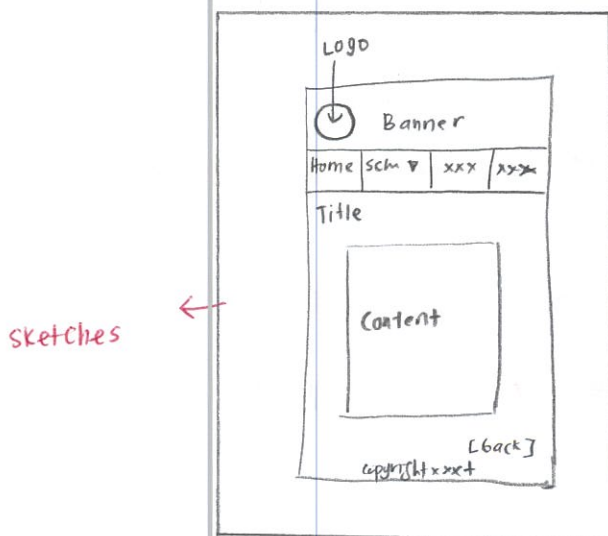
start with the **parallel design** (sketches/storyboard). Choose only **2 screen** for the activities. Then each members in the team should produce the sketches for the 2 screen mentioned.

4 members → **8** sketches in total.

3 members → **6** sketches in total.

Each of the sketches need to be **justified** the strategy use in the design.

Example :



Consistency

- In this design xxxxxx
xxxx xxxxxx xxx

Visibility

- In this design xxxxxx
xxxxxxx xxx

Feedback

- In this design xxxxxx
xxxxxx.

justification

- Next conduct the **peer-to-peer evaluation** to determine which design from the parallel activities going to be the final design for the prototype execution.

↳ Two option in doing it. ↴

Option A: choose from design 1 - 4 to be make as the final choice and justify why the design have been selected.

(OR)

Option B: combine design 1 - 4. For this you have to draw back the new combine design for the 2 screen again. Justify why you combine the design.

- Then conduct the **participatory design** by using the **card sorting technique**.
Two option in executing the technique which depends on the project situation.

↳ The option are ↴

Option A: Menu and sub menu arrangement. Need to use the UX tool for this. use the **optimalsort** website. **Screenshot** the **whole process** involve and **write the impact**.

(OR)

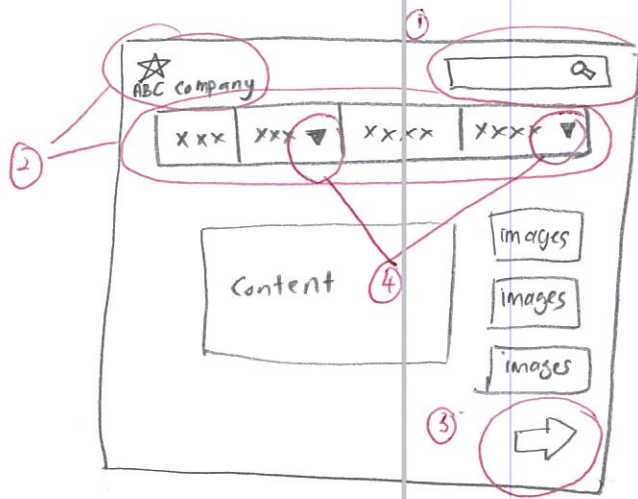
Option B: Determine the user preferences in this 4 areas

- Layout
- Menu placement/arrangement (1st — last position)
- Font
- Color scheme.

Show the process and **write the impact**.

- Finally choose the **UX tool** to develop the **prototype**. state which UX tool use inside the documentation. The prototype should be a **complete UI design**. Then **screenshot** all the **pages** and **explain the final strategy/guidelines** use in the design.

Example:



Page description:

This is the main page xxxxxx
xxxxxxxxxxxx.

Final strategy used:

① consistency & standard

② visibility

③ & ① ironic metaphor

④ Affordances

explain
how do
you apply
the strategy
in this
design

Stage 4: Formative Evaluation

- Execute the **DECIDE framework** in showing how was the evaluation technique have been chosen
- conduct **two evaluation activities:**

↳ ① **Evaluation done with the user. (Usability Testing)**

↳ create Usability Instruction Template.

↳ Produce a complete report of the usability Testing.

↳ ② **Evaluation done with the expert. (Heuristic Evaluation)**

↳ choose 3 person from the class to execute this activities.

↳ choose appropriate heuristic guidelines to be use to conduct the activities; which map with the final strategy/ guidelines mentione in stage 3.

↳ Finally write the impact of the activities.

- The End -

Note that this guidelines is not a guide to get A. This is the guidelines for you to fulfill the minimal requirement of the assignment whis is PASS.

