

**CourseWork -3 Interaction Design**  
**Group-5**

Group Hand-In 3 (10% of module total)					
	1 – 2 marks	3 – 4 marks	5 – 6 marks	Score	Comments and Feedback
Problem Statement  (6 marks)	Problem statement describes a problem that's more constrained than the original briefing.	Problem statement describes a problem that's more constrained than the original briefing; and linked to findings from the literature and/or interviews.	The problem statement provides a well-scoped description of a problem to which design solutions could be proposed and is well linked to findings from the literature and/or interviews.	2	- The Problem Statement is Too short and does not describe The Problem in a comprehensive manner. - There is No link shown with literature review or any other findings to better understand The problems that are prevailing in current Smart home device users. - The Scope of problem, proposed solution with design elements are not discussed.
Ideation Evidence  (6 marks)	Evidence that a number of design responses to the problem statement were generated.	Evidence that a number of design responses to the problem statement were generated, using a diverge/converge process.	Evidence that a wide range of design responses to the problem statement was generated, some of which are imaginative, clearly presented as two phases of divergent and convergent ideation.	4	a) Wide range of Design Ideas: Various design ideations have been discussed which satisfy the objective and are very good, However, students have not discussed how each design idea in detail satisfies the problem statement and has no reference to literature/Interview. the description could have included how each UI element helps to solve or achieve expected goals. The Design Concept-2 has images only and just small text is written.  b) diverge/converge process: No clear evidence of the diverge/converge process is shown clearly in the ideation process. c) Two phases of Divergent and convergent ideation: : The two phases are not discussed divergent and convergent have not been discussed d) Ideation Process: the overall ideation evidence is very good, some detailed description of design ideas reference to literature/interview and problem statement would have been better.
Design Concepts  (6 marks)	Some design concepts are proposed, which are somewhat appropriate to the problem statement; adequately described using text, sketches and diagrams.	Some design concepts are proposed, which are somewhat appropriate to the problem statement, and justified with reference to the problem and findings from the literature and/or interviews. Adequately described using text, sketches and diagrams appropriately.	Thoughtful design concepts are proposed, which are somewhat appropriate to the problem statement, and justified with reference to the problem and findings from the literature and/or interviews. Well described using text, sketches and diagrams appropriately.	5	a) The Design Concepts: : UI design is very good and elaborated appropriately. b) Inline with Problem Statement: The Design Concepts are very good and described proficiently. c) Justified with Reference to PROBLEM, LITERATURE, INTERVIEWS: NO justification to literature or interview have been given. A long list of reference list is provided at the end, which refers to external resources such as icons, images used in the project. However. No literature article is referenced. No clear reference to problem statement is given, as how their design solved the issues discussed in the problem statement. d) Use of text, Sketches etc: The use of text in some sections need improvement with clarity to how it reflects problem being solved. the use of images and sketches is justified and good.
	<b>1 mark</b>	<b>2 marks</b>	<b>3 marks</b>		
Clarity, Referencing and  Presentation (3 marks)	Meets most of the presentation and referencing guidelines.	Meets all of the presentation and referencing guidelines.	Meets all of the presentation and referencing guidelines.  Very well presented and easy to follow.	2	a) Clarity of Text: Text is written good whereas, several grammatical and language mistakes were noted. b) Referencing : Reference list of external sources used has been given, but no reference to research articles were cited. c) Presentation: Overall presentation of the work is very good
<b>Total Score (out of 21)</b>				<b>13</b>	

Total (10%) = (Sum / 21) \* 10%

**6.2**