

## Human-Computer Interaction: Design & Evaluation

### Lab 7 exercise sheet – Week 8

#### CREATIVE DESIGN

This coursework involves doing ideation, critique, sketching, prototyping and video prototyping, based on the discussion of the lecture on creative design. The aim is to generate, develop and communicate design ideas as a team after having obtained an in-depth understanding of people and the issues they are facing. Specifically, you will draw on the insights you gleaned from your user study with regard to their Work Life Balance (WLB) practices.

To perform the creative design of this coursework, you should proceed with the following stages:

- **Defining the problem:** Based on your user study, select and frame a problem you would like to address through the design of digital technologies. Define the problem statement to make it clear what issues you would like to address, as well as causes and consequences of the issues. Use the problem statement to keep team members on the same page of what issue to be addressed through design.
- **Ideation:** Based on the problem statement,
  - Conduct an idea creation session to generate as many ideas as possible
  - Conduct a critique session to evaluate, give feedback and improve the design ideas, and select 2-3 design ideas (through voting or other means) to go through next steps.
- **Sketching and prototyping:** further work on 2-3 design ideas through sketching and prototyping to support discussion within the team and getting feedback from users, and then to decide on one design idea to focus on for video prototyping.
- **Video prototyping (<https://www.educative.io/answers/what-is-video-prototyping>):** make a video prototype based on the one design idea. In the video, you should explain the context and the issue, and illustrate how your interactive design solution works in related scenarios. The video should be about 3 mins long.

#### HOW TO SUBMIT

This submission includes:

1. a design report (no more than 3000 words) including an introduction, the user study and results, the problem statement your team chose to focus on, the design ideas generated through the ideation process, and any sketches and prototypes produced for the selection of the final design idea for video prototyping.
2. a video prototype (about 3 minutes) that communicates the context, the problem and an interactive design solution. The video should include:
  - Team ID
  - Scenarios to illustrate the context of concern
  - The problem to address
  - Illustration of how the interactive design will work in related scenarios to address the problem
  - Closing Credits

If you have used any external sources, be sure to acknowledge them in your submission.

The deadline for submission is **Thursday 13 March at 16:30**.

### AE3 Marking Rubrics

Primary Grade	Gloss	Secondary Band	Grade Point	Primary Verbal Descriptors for Attainment of Intended Learning Outcomes
A	Excellent	A1 A2 A3 A4 A5	22 21 20 19 18	Excellent description of the research. Findings are well structured and convincing with solid evidence. Very well framed and defined problem statement. The design idea is novel, highly relevant and valid to the problem to be addressed. The video communicates the context and illustrate the design very clearly and is engaging.
B	Very Good	B1 B2 B3	17 16 15	Very good and clear description of the research. Findings with convincing evidence. Well framed and defined problem statement. The design idea is very relevant and valid to the problem to be addressed. The video communicates the context and illustrated the design very clearly.
C	Good	C1 C2 C3	14 13 12	Good description of the research. Findings with adequate evidence. Good problem statement. The design idea is relevant and valid to the problem to be addressed. The video communicates the context and design clearly.
D	Satisfactory	D1 D2 D3	11 10 9	Reasonable description of the research. Some findings with evidence. Reasonable problem statement. The design idea is relevant to the problem to be addressed. The video communication is satisfactory.
E	Weak	E1 E2 E3	8 7 6	Weak description of the research. Findings lack evidence. Weak problem statement (too specific, or with solutions). The design idea is not so relevant or valid. Weak video communication.
F	Poor	F1 F2 F3	5 4 3	Poor description of the research. Deficient findings with no or irrelevant evidence. Poor problem statement. Deficient design to the problem. Poor video communication.
G	Very Poor	G1 G2	2 1	Very poor description of the research. Findings and implications are markedly deficient, with irrelevant evidence. Very poor problem statement. Very deficient design to the problem. Very poor video communication.
H			0	Nothing submitted, or no meaningful attempt