

UX Design Micro Credential Assignment

Overview

You will receive a client's business brief for this project, containing details about the client and their business needs. Your task involves researching and creating solution components that align with user requirements and the client's objectives. Additionally, you'll develop wireframes and prototypes that align with the client's brief and user expectations.

The wireframe and prototype section of your assignment is focused on producing just a single platform digital solution, You can select between a mobile app design or a website redesign, but not both.

You also have the option of using your own business brief.

UX Design Micro-credential: UX01 UX Brief, Concepts & Research

It's your job to conduct user research and produce a research report describing a solution that will meet target user requirements and satisfy the client brief.

Learning outcomes

- Demonstrate broad knowledge of a range of UX design standards, principles & concepts (1 credit).
- Select and apply a range of functional specifications in a design brief considering business objectives and user requirements (2 credits).

UX Design Micro-credential: UX02 Wireframe, Prototype & Test

It's your job to design wireframes and produce interactive prototypes to satisfy the client brief and end-user needs, then perform user testing to identify usability issues.

Learning outcomes

- Select and apply a range of wireframing, functional prototyping and interactive techniques in developing a solution to a UX design brief (2 credits).
 - Demonstrate knowledge of prototyping, usability testing, analysis, and reporting (2 credits)
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Requirements

- Produce a UX Design brief
- For your initial user studies, prepare a list of relevant interview questions. Document these questions and include them in your deliverables.
- Conduct research and perform the initial interviews with the target audiences (1 to 3 participants)
- Produce an empathy map.
- Develop a user persona. Persona should include user demographic, their motivators, behaviors, needs and any specific requirements e.g. accessibility needs.

- Develop one Customer Journey Map that defines the steps and process taken by your persona to meet their goal. Draw this up as a timeline, including changes in motivations, problems, emotions and needs along the way.
- Produce a UX User Flow Diagram that outlines the steps the user must take when using your solution in order to meet their goal.
- Produce a simple UX Sitemap that defines the hierarchy and information structure of your solution (hint:using card sorting technique). The map should be organised into screens or pages and indicates how the user transitions between sections.
- Develop (Miro) wireframes. you can also use your wireframes as wire-flow and/or sitemap.
- Develop (Figma) low-fidelity or mid-fidelity interactive prototypes. Review the end user and business requirements to ensure your prototypes include all the relevant and specified components.
- Conduct usability testing on your solution and produce a user testing report

Examples & Materials

Deliverables

- UX Design Brief
- YOUR list of 25 research interview questions, customized to target specific users needs.
- Empathy map
- User Persona (The primary Persona)
- User Flow diagram
- Customer Journey map
- Wireframes (minimum 3 screens)
- Interactive Prototypes (minimum 3 screens)
- UX Sitemap
- User Testing report

Compile all deliverables into a single UX Report in a zipped compressed document file. Include URLs to Miro wireframes and Figma prototypes within your document. Low-fidelity wireframes can be on paper or provided digitally through a Miro link, while prototypes must be on Figma.

Submit all materials as PDF/PNG/DOC files through the Yoobe campus portal.

Rubic

UX01: UX Brief, Concepts & Research

Description	Scoring Guidelines	Points (12)
UX Design Brief	Design brief should contains Project Overview, Client Information, Project Objectives, Target Audience, Scope and Deliverables, Project Constraints, Timeline, and Budget	1

Description	Scoring Guidelines	Points (12)
Research Interview questions	<ul style="list-style-type: none"> - Each research interview question directly relates to understanding the user's needs, behaviors, and objectives in the context of the project. - Open-ended questions that encourage participants to provide detailed responses are used - A diverse set of interview questions are created that cover a wide range of topics relevant to the project 	1
Empathy map	<ul style="list-style-type: none"> - The empathy map should align with the user persona(s) developed for the project - It includes the four main categories (quadrants) that provide a holistic understanding of the user's experience and emotions. - Empathy map is presented in a visually clear and concise manner 	1
Primary UX Persona	Persona describes Demographic, Motivators, Behaviours, Needs & any other specific requirements (e.g. accessibility)	3
UX Customer Journey Map	<ul style="list-style-type: none"> - Map defines the steps taken by the user to meet their specific goal - Map is defined as a timeline. - Customer Journey Map outlines changes in context as well as the motivations, problems and needs along the way. - Map identifies major stumbling blocks for users. 	3
User Flow Diagram	Flow Diagram outlines the steps the user has to take with your product or service in order to meet a goal	1
UX Site Map	<ul style="list-style-type: none"> - Site Map defines the hierarchy and navigation structure of the solution. - Site Map is organised into screens or sections, and indicates how the user may transition from one section of the solution to another. 	2

UX02: Wireframe, Prototype & Test

Description	Scoring Guidelines	Points (11)
Wireframe	<ul style="list-style-type: none"> - Minimum 3 Screens provided - Wireframes should effectively communicate the intended visual structure and layout, ensuring consistency throughout the screens. - Wireframes should display accuracy in depicting the interface elements and their placement. - Wireframes should serve as a guide for the subsequent prototyping design stages. 	4
Interactive prototype	<ul style="list-style-type: none"> - Minimum 3 Screens provided - The interactive prototype provides a functional experience of the user interface, including: Menus, Navigation & Links - The functionality should align with the user expectations and the client's requirements, offering a realistic preview of the digital solution's behaviour 	3

Description	Scoring Guidelines	Points (11)
User testing & usability report	<ul style="list-style-type: none">- Users are chosen from the target demographic specified by the client- Usability report includes: Summary of findings- Usability report includes: Description of testing procedure- Usability report includes: Results, including: bugs, problems and feedback	4