**Westlake Boys High School**

**Achievement Standard Digital Technologies 91901v1**

Apply user experience methodologies to develop a design for a digital technologies outcome (Level 3 - 3 Credits)

**Student Name**:

Candidate Declaration:

I confirm that I have read and understood the conditions of this assessment and have had the opportunity to get any clarification that I need from my assessor. Any health and safety requirements that I must observe have been outlined. I confirm that all work completed for this assessment is my own and has been produced without assistance from anyone else. Finally, I confirm that the process by which I may seek a review of the marking for this assessment has been outlined to me.

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(candidate) Date: \_\_\_ / \_\_\_ / 2021

**Grade Awarded**:

|  |  |  |  |
| --- | --- | --- | --- |
| Not Achieved | Achieved | Merit | Excellence |
|  |  |  |  |

**Overall comments**:

Teacher Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/2023

**Year 13 Assessment 91901 - Brief**

The Red Beach Outrigger Canoe Club wants you to design them a website. The club is a young up and coming Waka Ama club that was established in 2018 to lead the development and practice of Waka Ama within the community. They would like the website to inform their community about the club, what they do and provide some additional information like safety procedures, uniforms etc.

They want the website to encourage many people within their community of all ages to join and engage in the culture of the club. Therefore, they want to ensure that prospective members can clearly see what they need to do to join the club and what the fees are required for. Additionally, current members should be able to easily access the club portal and follow up with the current happenings of the club via social media. You have been provided with all photos, logos and content along with a style guide.

The website needs a contact form so perspective members can send enquires to the club secretary.

**Current Member Profile:**

Currently the club is made up of a diverse range of people who make up several different 6-man crews. The crews are formed dependant on ability and goals (are they working toward a competition). They are currently:

Masters Men – Ages ranging 40-60 (experienced)

Open Men’s – Ages ranging 20-40 (mixed experience)

Women’s – Ages ranging 20-40 (mixed experience)

Mixed team (all genders) – Ages ranging 20-50 (Mixed experience)

The vision for the future. We want to encourage more people to join within our community and would be looking to start the following teams:

Highschool student team – Support local high schools and their waka ama teams

Junior teams – Ages under 19

Additional teams within the current crew types

**Marking Scheme**

|  |  |  |
| --- | --- | --- |
| **Achieved** |  |  |
| **The student has…** | **Evidence:** |  |
|  | | |
| **Explained the purpose of the outcome and the requirements of the end users?** | *The student has clearly explained in their own words the purpose of the design and the end user’s requirements* |  |
| **Investigated relevant user experience methodologies?** | *The student has researched methods or examples and generated design ideas using a range of user experience methodologies that may include:*  *user research, information architecture, user interface design, interaction design, visual design, content strategy, accessibility and any other factors.* |  |
| **Applied user experience methodologies to generate a range of design ideas?** | *The student has selected and used appropriate design conventions to generate 3 or more design ideas. They have demonstrated the application of user experience methodologies.* |  |
| **Explained the appropriateness of the chosen design?** | *The student explained why the design is fit for the purpose and for the end user requirements. The student may comment on items such as readability, navigation, accessibility standards and other relevant factors.* |  |
| **Modelled and tested the design idea?** | *The student has shown evidence of trialling and testing design ideas. This may include evidence of testing their ideas with peers, parents, teachers and others; checking user understanding, gathering and summarising data from modelling and user testing.* |  |
| **Explained relevant implications?** | *The student has discussed relevant implications. They may include items such as the aesthetics of the design, functionality, accessibility considerations and intellectual property.* |  |
| **Merit** |  |  |
| **The student has…** | **Evidence:** |  |
|  | | |
| **Effectively used data gained from modelling and user testing to improve design?** | *The student has effectively used data gained from modelling and user testing to improve design.*  *The student has shown where and how feedback data has been used to improve their design.*  *The student has explained end user considerations and how their design meets end user needs.* |  |
| **Evaluated how user experience methodologies were usind in the development of the chose design?** | *The student has provided an evaluation of the user experience methodologies used in the design, what issues each of these methods addressed or resolved prior to development of the digital outcome.* |  |
| **Evaluated how the chosen design addressed relevant implications?** | *The student has evaluated how and why their design will enable a ‘fit for purpose’ digital outcome. The student has used evidence based methods to evaluate how their design addresses implications, such as ease of use, technical feasibility, functionality, reliability, privacy.* |  |
| **Excellence** |  |  |
| **The student has…** | **Evidence:** |  |
|  | | |
| **Justified the choice of the user experience methodologies and used them to develop the chosen design?** | *The student shows a clear link between their research and the user experience methodologies used in developing the design.*  *The student can justify the UX methodology chosen with clear links to their design.* |  |
| **Justified that the chosen design is suitable for the purpose and for the end user?** | *The student can justify design decisions around elements including:*  *Images, graphics, fonts -legibility, readability.*  *Clarity of instructions and/or features that enhance intuitiveness*  *Display and feedback*  *The student can justify the inclusion of each component or element of the design and how the element will function in a way that enables the digital outcome to work reliably for the end users.* |  |
| Justify how the chosen design might be further developed in the future? | *The student has looked beyond the initial design idea to a next phase of development.*  *The student has explained digital outcome changes that refined the design outcome in order to improve functionality and incorporate additional or refined application of the user experience methodologies.* |  |
|  | | |
| **Achieved** | **Merit** | **Excellence** |
| Apply user experience methodologies to develop a design for a digital technologies outcome. | Apply user experience methodologies to develop an informed design for a digital technologies outcome. | Apply user experience methodologies to develop a refined design for a digital technologies outcome. |