

COMP3900/6390 Assignment 3 marking rubric, semester 2, 2015

1. Describe what you want to find out by conducting this evaluation experiment. [10 marks]
Describe your target users [2 marks]
Describe 2 things you want to find out from this evaluation [2 + 2 = 4 marks]
Explain why each of these 2 things is important [2 + 2 = 4 marks]
2. Write an information sheet and a consent form for this experiment (1 page each) and include them in your submission. You can adapt the consent form template. [5 marks]
Information sheet: explain why you are doing this work; explain the online interaction concept; explain what you will want them to do; explain that they can change their mind and withdraw from the experiment at any time. [1+1+1+1= 4 marks]
Consent form: [1 mark]
3. Write a script for the evaluation that you will use to lead the users through the prototype. [5 marks]
Sequence of short instructions asking the user to do the actions you want, such as click on an item in the display, find an item in the display, click on the back arrow [3 marks]
A matching sequence of actions that you will do to manipulate the prototype in response to their actions, such as change to the next screen mockup, tell them that a video or audio file would play now, etc. Include a sentence that you would say to them if they click on an item that is out of scope for this prototype. [2 marks]
4. Write one exit question (a question you will ask the participant at the end of the evaluation) and a brief explanation of why this question is important. [5 marks]
Exit question [closed question 1 mark, open question 2 marks]
Explanation [3 points, 3 marks]
5. Discuss what you learned from the observations of the users when they did the experiment. [15 marks]
Summarise the similarities and differences across the three participants in what was observed [5 points, 5 marks]
Explain what the similarities tell you about your prototype and/or about your evaluation questions [5 points, 5 marks]
Explain what the differences tell you about your prototype and/or about your evaluation questions [5 points, 5 marks]
6. Discuss what you learned from the answers to the exit question. [10 marks]
Summarise the similarities and differences in the answers to the exit question [5 points, 5 marks]
Explain what the answers tell you about your prototype and/or about your evaluation questions [5 points, 5 marks]

7. Put the three sets of observations and three sets of answers to the exit question as an Appendix to the report.

Include this appendix with your assignment.

8. In a second Appendix, list the names of the group members who did each of the three evaluation tasks.

Include this appendix with your assignment.

Note that both appendices (parts 7 and 8) need to be included before we will mark your assignment.

Collect the signed consent forms and give them to the lecturer after the assignment has been submitted.