

IT2162 UX Design Methods & Techniques

Assignment 1 – 15 marks (15%)

Submission Due: Week 2, 27 Oct (Sun), 2359

In the same team as your IT2166 project team, develop a **user research plan** to uncover the needs of the different stakeholders/users of your IT2166 project¹. Each team member will also be responsible for conducting **ONE(1)** competitive usability evaluation of a potential competitor of your eventual web application.

REVIEW IN WEEK 3

Your tutor will arrange to go through and assess your work with you in Week 3.

BRIGHTSPACE SUBMISSION

One submission per team

- Naming of submission: Assign2_ModuleGroupNo_TeamLeaderName. Example: Assign2_IT2161-01_RandyTan.pdf

Consolidation of all the below deliverables into a zipped folder.

** marks will be deducted for any unorganized submission and/or document without proper titles and labels. (<10% of total marks)*

Deliverables	Deadline
<u>Group Component</u> User Research Plan	27 October 2024 (Sunday), 2359
<u>Individual Component</u> Competitive Usability Evaluation of 1 competitor	

¹ Develop a web application for a company in one of the following industries. **This company is also deeply committed to sustainability and pursues a triple bottom line (i.e. people, planet and profit)**

- Retail (e.g. web app of an online/physical retail outlet, can be any products)
- F&B (e.g. web app of an eatery, delivery service, private chef services, etc.)
- Education (e.g. web app of an enrichment/tuition centre.

MARKS ALLOCATION

Deliverables	Group Marks	Individual Marks
User Research Plan	5	
Competitive Usability Evaluation		10
<i>* marks will be deducted for any unorganized submission and/or document without proper titles and labels. (<10% of total marks)</i>		
Total	5	10

Assessment Rubrics for Assignment 1 (15 marks)					
User Research Plan (Grp: 5 marks)	Plan has less than 25% of necessary content.	Plan includes at least 25% of necessary content.	Plan includes at least 50% of necessary content. Most of the survey/interview questions relate to main theme and results will mostly support conclusion.	Plan includes all the necessary content and has good organisation. Most survey/interview questions relate to main theme and results will mostly support conclusion.	Plan includes all the necessary content and has good organisation. All the survey/interview questions relate to the main theme and results will support conclusion.
	(0 – 1)	(>1 – 2)	(>2 – 3)	(>3 – 4)	(>4 – 5)

Competitive Usability Evaluation (Ind: 10 marks)	Evaluation is totally missing or missing critical components. Competitor selected is irrelevant to the team's design challenge.	There is research on some aspects of the competitor.	Mostly complete research of the competitor. There is no evidence of usability testing conducted on the competitor's website.	Mostly complete research of the competitor. There is scant evidence of usability testing conducted on the competitor's website, which resulted in some insights.	A complete and detailed research of the competitor. There is strong evidence of usability testing conducted on the competitor's website, which resulted in sound insights.
	(0 – 3)	(>3 - 5)	(>5 – 7)	(>7 – 8)	(>8 - 10)