

ADSE3200 Visualization portfolio assessment part 2 of 3.

The second group assignment.

Deadline and important information

This group assignment is the second part of the portfolio assessment in ADSE3200 Visualization. The assignment must be solved in groups of 2-3 students. The assignment must be delivered in Inspira, and the group needs to create a group in Inspira. Only ONE student will deliver the assignment on behalf of the group, but make sure all students in the group register to the group in Inspira.

Be careful not to plagiarize. To avoid plagiarizing it is important to reference your sources in the text and include all references in the reference list using APA 7 referencing. The submitted report will be subject to [plagiarism](#) checking.

The deadline for the second group assignment is 24.05.2024 at 12:00 (noon/midday) in Inspira.

If you experience problems during submission, please contact the examination office BEFORE the deadline has expired.

The assignment

Choose **one** of the two cases (see cases on pages 4 and 5).

- Design two **interactive** prototypes from scratch. Both must meet the requirements specified in the case. The prototypes do not need to include all functionalities presented in the websites. You can focus on a user journey from start to finish (goal reached).
- One of the prototypes must be designed for a small screen. The other prototype must be designed for a large screen. It can be a mobile app, website, or another digital product.
- Improve the user experience by focusing on the visual design using visualization techniques.
- Consider general accessibility: how you can make the applications easy to use for a broad user base.

In the report, the following requirements must be explained and justified:

Task 1. The Case

1. Which case have you chosen? What kind of digital interactive prototypes have you chosen?
2. Explain what you think is problematic about the current design in the case? Focus on user experience.
3. Explain how the user experience can be improved by using visualization techniques.

Task 2. Data

1. What kind of data will be visualized in your solutions?
2. Explain what kind of data types, objects and attributes will be visualized (can be shown by using a table).

Task 3. Design

1. How are the different data types represented in the solutions?
2. What kind of visualization techniques have you used in your solutions?
3. How will you use the screen space in the best possible way in your solutions?
4. How will you solve potential problems of lack of space on the screens if there is a lot of information? Please provide examples.
5. What kind of interaction options do you give the user in the solutions? Explain any options that give the user possibilities to control what and how much information is to be displayed at the same time.
6. How did you design the solutions to ensure usability across a wide range of users?
7. How did you design around user persuasion?

Task 4. User test

1. Do an informal user test with 3-5 people on both solutions (make it anonymous, do not collect any personal data).

Task 5. Evaluation

1. Make an objective evaluation of how your use of visualization methods and techniques can affect the user experience of the solutions.

Visualization tools

You can decide which visualization tools to use. Figma, Adobe XD or Java Script, HTML and CSS are examples of some visualization tools which students have used in previous years. But be aware that the code will NOT be assessed by the examiners, as this is not a course in coding. See section Assessment for information on how the assignment will be assessed.

What to include in the submission (in Inspira)

You must submit a project report (as a PDF file) and two working prototypes. The prototypes must be submitted either as links in the report, or as stand-alone HTML files submitted in a zip file. See details below.

1. Structure and what to include in the report

Please include:

- Front page.
- Contents (with page numbers, preferably clickable).
- References list.
- Appendices (if needed).

Please structure the assignment by:

- Using chapter numbering and numbering the subsections too.
- Using page numbers.

2. The prototypes

- The prototypes can be submitted as links to the prototypes, for example in Figma or where they can be downloaded, in the appendices in the report.
- Alternatively, the prototypes can be submitted as stand-alone HTML files which can be used without internet access. The HTML-files can be uploaded to Inspira in a zip file.

NB! The links to the prototypes or the stand-alone HTML files should work in a browser just by clicking.

Formal requirements to the assignment

- 3000-5000 words excluding title/front page, list of contents, captions for tables and figures, list of references, appendices.
- Note that if the report deviates by more than 10% from the word count it will have a negative impact on the overall grade.
- Remember to include visualizations (such as images of your solutions) where appropriate.
- Remember to write in the report which tool(s) you choose.
- The examiner must be able to read the report without having to read the appendix. An appendix is only a supplement to the report. Please do not place important and relevant information in the appendices.
- Use references in the text and include all references in the reference list using APA 7 referencing. [Kildekompasset](#) is useful for APA 7 style referencing.
- The report must be delivered in PDF format on Inspira.

Remember to provide access to the interactive prototypes. Either as links to the prototypes in the report, or as stand-alone HTML pages uploaded in a zip file.

Assessment

The submitted report for this assignment will be assessed with reference to the learning outcomes presented in the ADSE3200 course description. The report will be assessed by how well the group displays relevant learning outcomes through the report, how well the group describes the objectives and purposes of the assignment, how well the group describes/explains concepts, what they did in the assignment, how the group used the methods, how the group presents the findings/results, and how the group discusses and evaluates findings, etc. The use of citations and references in the report and whether the report meets the given formal requirements will also be part of the assessment.

Case 1:

James Bond 007 Museum



James Bond 007 Museum / Exhibition

Background:

The James Bond 007 Museum in Nybro, Sweden, is dedicated to anything and everything related to the fictional character James Bond, a British Secret Service agent with agent number 007. Famous through numerous movies, the character James Bond is known for an extravagant lifestyle, as well as the cars, guns, and gadgets he has access to.

Case:

The museum management have decided they need to reach a wider audience and increase the number of visitors to their museum. Therefore, they have hired your group to redesign their Exhibitions page (the landing page). The museum particularly wants a page that can appeal to more people, and that better showcases their wonderful exhibition, and *persuades* visitors to visit the museum in Nybro. They would like to increase user engagement with their website, social media, as well as encourage visitors to sign-up for email newsletters or buy merchandise. They are otherwise open to new design and functionality proposals.

Case 2:

Arngren web shop



arngren.net web shop

Background:

The “infamous” web shop by Arngren contains a wide variety of items for sale, including electronic gadgets, flying cars, ATVs, robots, rc helicopters, electronic bikes, scooters, and binoculars, to mention a few. The variety of items for sale in this web shop seem to aim towards customers of all ages and all kinds of interests.

Case:

Realising that the Arngren web shop landing page sorely needs an update, the owners of the web shop have hired your group to improve its design (basically a redesign). They want the web shop to have a more “2024” look, as well as a more user-friendly design, but they want the shop to offer the same wide variety of items for sale. The owners are particularly interested in increasing the sales from the web shop and to reach a wider group of potential customers than before. They would also like to *incentivize* users towards looking at and purchasing higher priced items without losing potential sales of lower-priced items. In addition, they would like to *encourage* users to make additional purchases. They are otherwise open to new design and functionality proposals.