Case Study Overview: Students will analysis the interaction design, usability and design of online/mobile systems. The feedback and recommendations will be based on the course content as well as additional research resources they find appropriate. Analyze, synthesize and apply concepts from class to evaluate, the two systems.

Goal: Apply research and comprehension skills to material, allow students to put into practice aspects of interaction design, usability and interface design.

Details: Pick two companies within an industry horizontal (food industry, retail, service, etc.) that requires multipart tasks to complete either registration for the website or service or online ordering. Part of the analysis will be to identify "pain points" and a solution to fix pain points.

Part One: Tasks

1. Look at the interaction model of the site and present the current interaction flow. Take appropriate notes and screen grabs (if necessary).
2. Note ease of interaction with the site.
3. Note "Pain Points" during the interaction with the site.
4. Revisit the site and give recommendations on improving the interaction, the layout of elements and objects in app/system.
5. What type of improvements beyond what is on the site would you recommend?
6. What type of improvements or features would be recommended for repeat visitors/users?

Part Two: Analysis

7. Using the information, data and analysis from the site visits:
    a. Create a main Job Story for the motivations of use.
    b. Create a detailed wireframe(s) that simplify/improve the site visited.
    c. Note your improvements and recommendations. These may require an additional wireframe or notation.

8. The current user interaction, note the "pain points" in the interaction.

9. The improved interaction to remove "pain points" in the interaction

    a. Include a screen shot of the website that required the most work to remove the "pain points" as well as a screen shot of your wireframes to improve the problem area.

Marks:

Research/Analysis: 9points

3 – Identification of the site, the problems encountered the recommended course of action to improve the site interaction and design.
3 – Present current and improved interaction design
2 – Present current use case and job story for the site
1 - Overall presentation and thoughtfulness of the final design solution

Wireframes (no freehand): 6points

2 - Intuitiveness of your design solution for the ordering system
2 – Improvements to interaction design
2 – Statement on improvements/enhancements

Readings:

Job Story: https://jtbd.info/replacing-the-user-story-with-the-job-story-af7cdee10c27#.gjdppxl6a

UX is 90% Mental - http://blog.abovethefolddesign.com/2011/10/11/half-of-ux-is-90-mental/

Don't Make Me Think – Steven Krug – Chapters 3 (Billboard Design 101) and Chapter 4 (Animal, Vegetable, Mineral?) – available on Safari Books