**Coursework Assignment Brief**

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| **Academic year and term:** | 2021/2022 – Semester-1, Year 2 |
| **Module title:** | User Experience Design |
| **Module code:** | QAC020N252A |
| **Module Convener:** | Amira Ahmed |
| **Learning outcomes assessed within this piece of work as agreed at the programme level meeting** | *On successful completion of this module students will be able to:*   1. Demonstrate knowledge and understanding of UX/UI design principles and techniques and evaluate their usefulness in the design and development of interactive interfaces. 2. Identify and evaluate usability, accessibility, professional and ethical standards relating to the design and development of interactive systems. 3. Demonstrate an ability to design, test and evaluate interfaces using UX design principles. |
| **Type of assessment:** | The suggested word count for this assignment is 3000 words.  Students will design and develop a UI, based on a UX scenario, using appropriate UX design principles. |
| **Assessment deadline:** | 07-01-2022, via Turnitin (no later than 2 pm)  Specific submission requirements: Word document format |
| **Kind reminder:** *You* ***MUST make a reasonable attempt at your assignment*** *and* ***submit it****. Failure to do so may result in CAPPED Resit and/or failure of the module.*  *It is also a student’s full responsibility to ensure that all assignments are submitted on the correct link and on time before the submission date.* | |

**Assignment**

**Rationale and expectations**: This assignment weighs 100% of the assessment weighting for this module, and covers all learning outcomes.

Students will be asked to design and develop a UI based on a UX scenario, using appropriate UX design principles, and compile a 3000-word report to demonstrate knowledge and understanding of UX design principles and practical approaches.

**Deliverables**

**Report – 3000 words [100%]**

You will demonstrate the critical appraisal of the UX theories required for the design and implementation of a prototype system for Artizan limited.

You are also required to implement a full lifecycle UX analysis and design, utilising Jesse James Garrett’s methodology for designing digital products.

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| **How will your work be assessed?**  Your work will be assessed by a subject expert who will use the marking grid provided in this assessment brief. When you access your marked coursework, it is important that you reflect on the feedback so that you can use it to improve future assignments.  **How will feedback be provided?**  Students will have access to formative feedback on each task set in workshops, thereby helping them to refine their approach to the summative tasks that have been set. However, please note that this feedback is limited to recommendations on improving your work. Lecturers will not confirm any grades or marks.  The feedback can be one-to-one or in-group sessions. |

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| **Assignment support:**  Although you will be guided throughout the module by your lecturer, you can get extra support for your assignment, just make an appointment with the ACE team for any language, research and study skills issues and/or talk, email the Computing ACE expert for any advice on how to approach your assignment. *REMEMBER: they are not here to give you the answers!* |

**Scenario**

FitTown Limited is an online selling company, looking to design and develop an up-to-date system to effectively cater for the needs of their growing business. Due to the rapid increase of online selling demand and to stay ahead of its competitors, the company has decided to improve the layout of its existing system to improve customers’ online experience.

You are required to improve the end users’ journey for the following online selling services. You must also consider the website, mobile and iPad-friendly design.

* Customer Signup
* Customer login
* Customer’s add to cart option
* Customer’s PayPal payments
* Customer profile
* Customers search
* Admin- customer’s orders management

Please refer to the tasks in the marking criteria below.

**Marking Criteria and Tasks**

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| **Description** | **Marks** |
| **Perform, Conduct, Evidence and Document Strategy Plane Research - 20%** | |
| Conduct research on interviewing techniques and design a UX qualitative interview questionnaire. | 10 |
| Construct at least two user personas based on evidence gathered during user research. | 10 |
| **Apply UX Principals and Data to Scope Plane Outline – 20%** | |
| Apply data, gathered from UX data and User Personas, to implement UCD principles into the process and task design.  Demonstrate application through 2 user stories or suitable UX process mapping techniques. | 20 |
| **Create Application Structure and Information Architecture for Structure Phase – 15%** | |
| Implement Information architecture concepts to create an effective navigation structure. | 15 |
| **Wireframe Implementation for Skeleton Plane – 20%** | |
| Implement high fidelity wireframes. | 10 |
| Test wireframes with users to prove the hypothesis on process development. | 10 |

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| **Implementing UI Prototypes, Styles guides and Branding for the Surface Plane – 10%** | |
| Design and implement style tiles and guides – apply UX and branding concepts. | 10 |
| **Conclusion and Recommendations – 10%** | |
| Provide a critical appraisal of usability and accessibility considerations for the successful implementation of a prototype solution in an organisation using UX design theory and best practices. | 10 |
| **Credits page – 5%** | |
| Provide references and sources utilising the Harvard standard. | 5 |
| **Total** | **100 Marks** |

**Assignment Checklist**

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| **TASKS COMPLETED** | Related imagetick |
| Cover sheet completed |  |
| Table of Content |  |
| Introduction completed |  |
| Conduct research on interviewing techniques and design a UX qualitative interview questionnaire |  |
| Construct at least two user personas based on evidence gathered during user research. |  |
| Demonstrate application through 2 user stories or suitable UX process mapping techniques. |  |
| 2 user stories or suitable UX process mapping techniques. |  |
| Information Architecture concepts to create an effective navigation structure. |  |
| Implement high fidelity wireframes |  |
| Test wireframes with users to prove hypothesis on process development. |  |
| Design and implement style tiles and guides – apply UX and branding concepts |  |
| A critical appraisal of usability and accessibility considerations for the successful implementation of a prototype solution in an organisation using UX design theory and best practices. |  |
| Typos, grammar and spelling checked |  |
| Reference list on a separate page and in alphabetical order completed and in the Harvard referencing format |  |

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| **Submission instructions:** This needs to be clear, precise and in sequence  A digital version of all assignment submissions. These must be submitted via Turnitin on the module’s Moodle site. They must be submitted as a Word file… and must not include scanned in text or text boxes. They must be submitted before 2pm on the given date. For further general details on coursework preparation refer to the online information via StudentZone [http://studentzone.roehampton.ac.uk/howtostudy/index.html.](http://studentzone.roehampton.ac.uk/howtostudy/index.html) |

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| **Word count**  **Don’t exceed the word count**    You need to state the word count at the end of their assignment. 10% over the stated word count is permitted without penalty.  If students go beyond this, then there is a penalty of 5 marks for every additional 10% beyond the word count with a maximum of a 15-mark penalty reduction.    There is no specific penalty for submitting a piece which is below the word count, but please note that shorter submissions are likely to attract poorer grades, particularly where they lack the necessary depth of analysis.    Tables and figures (e.g. diagrams, graphs, photographs, etc) may be used as evidence to support academic argument. They are mostly used in report writing. However, it is important that tables and figures are used purposefully (i.e. with good reasons) and when appropriate. They should also be referenced correctly.    **How do you calculate the word count?**    The word count includes the Abstract or Executive Summary and all in-text citations. The word count does not include the Bibliography and Appendices.    *Please note that Appendices should only include supplementary information, not information critical to your work.* |

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| **Use of pictures/images:**  It is **mandatory** that you add the following statement to your assignment: ‘disclosure: diagrams, pictures or any other images used in this assignment are for educational purposes only’.  Although images, diagrams and photographs etc..can be used in assignments, they MUST be referenced. However, you can access the following websites (copyright-friendly):   * [Pixabay](http://pixabay.com/)   Free photos for commercial and private use - no attribution necessary. Some photos may come from other websites, such as Shutterstock, which may not fall under public domain - check each photo to ensure that it is public domain.   * [Photos Public Domain](http://www.photos-public-domain.com/)   Search public domain clip art and photos by category. All photos on this site were taken by the author and released as public domain.   * [Picdrome](http://picdrome.com/)   The Picdrome gallery is divided by categories (e.g. Abstract, Food & Drink, Nature, Technology, etc.). You may also search for specific images, but the search will take you to a custom Google search of Picdrome, which makes viewing the photos a bit more difficult.   * [Ars Publik](http://www.arspublik.com/)   Browse images under categories such as medical, advertisements, people, sports, space, etc.   * [Public Domain Images](http://www.public-domain-image.com/)   Browse by category or search for images. Varied categories; the site also includes vintage photography and space images.   * [Unsplash](https://unsplash.com/)   "All photos published on Unsplash are licensed under Creative Commons Zero which means you can copy, modify, distribute and use the photos for free, including commercial purposes, without asking permission from or providing attribution to the photographer or Unsplash."   * [Shutterography](https://www.shutterography.com/)   Free images for personal and commercial use.  *(adapted from the University of Pennsylvania:* [*https://guides.library.upenn.edu/c.php?g=475958&p=3255323*](https://guides.library.upenn.edu/c.php?g=475958&p=3255323)*)* |

***Assignment Preparation and Guidelines***

* All components of the assignment (text, diagrams. code etc.) must be submitted in ….**one-word file** (hand-written text or hand drawn diagrams are not acceptable), any other accompanied materials such as simulation file, code, etc. should be attached in appendices.
* Standard and commonly used fonts such as Arial or Calibri should be used, font size must be within the range of 10 to 15 points including the headings, body text and any texts within diagrams,
* Spacing should not be less than 1.5
* Pay attention to the Assessment criteria / Marking scheme, the work is to be concise and technical. Try to analyse, compare and evaluate rather than simply describe.
* All figures, screenshots, graphs and tables must be numbered and labelled.
* Tables and figures (e.g. diagrams, graphs, photographs, etc) may be used as evidence to support academic argument. They are mostly used in report writing. However, it is important that tables and figures are used purposefully (i.e. with good reasons) and when appropriate. They should also be referenced correctly.
* Screenshots without description / discussion does not constitute understanding and maybe assumed irrelevant.
* The assignment should be logically structured, the core of the report may start by defining the problem / requirements, followed by the proposed solution including a detailed discussion, analysis and evaluation, leading to implementation and testing stage, finally a conclusion and/or personal reflection on learning.
* Please access your Turnitin Test Page via Dashboard or My modules to learn more about Turnitin and to make a test submission and to check your similarity score before uploading your final version
* You will have opportunity to submit as many times to your module pages as you want up until the deadline.
* Make sure to make backup of your work to avoid distress for loss or damage of your original work, use multiple storage media (memory stick, cloud and personal computer).
* Please note file size limitation might apply. You work must be under 50MB.

***Assignment support:***

* During the delivery of the module, you will have several opportunities to get formative feedback on your assessment during tutorials.
* Although you will be guided throughout the module by your lecturer, you can get extra support for your assignment, just make an appointment with the ACE team for any language, research and study skills issues and/or talk, email the Computing ACE expert for any advice on how to approach your assignment. REMEMBER: they are not here to give you the answers!
* Students will have access to formative feedback on each task set in workshops, thereby helping them to refine their approach to the summative tasks that have been set.
* However, please note that this feedback is limited to recommendations on improving your work. Lecturers will not confirm any grades or marks.
* The feedback can be one-to-one or in-group sessions.

# *Marking and feedback process*

Between you handing in your work and then receiving your feedback and marks within 20 working days, there are a number of quality assurance processes that we go through to ensure that students receive marks which reflects their work. Please note that the summative feedback and the grades remain provisional until approval from the exam board.

A brief summary is provided below.

* **Step One** – The module and marking team meet to agree standards, expectations and how feedback will be provided.
* **Step Two** – A subject expert will mark your work using the criteria provided in the assessment brief.
* **Step Three** – A moderation meeting takes place where all members of the teaching and marking team will review the marking of others to confirm whether they agree with the mark and feedback
* **Step Four** – Work at Levels 5 and 6 then goes to an external examiner who will review a sample of work to confirm that the marking between different staff is consistent and fair
* **Step Five** – Your mark and feedback is processed by the Office and made available to you.

***Plagiarism and Collusion***

* **Academic Integrity** is a matter that is taken very seriously at the university and student should endeavour to enforce it to all their assignments. In other words, plagiarism, collusion (working and copying from another student) and ghost writing will not be tolerated and will result in sanctions eg: capped resit, suspension and/or withdrawal. Correct referencing demonstrates your academic and professional skill. It also reflects your academic honesty and thus to some degree protects you from cases of plagiarism.
* You must write your assignment in your own words to demonstrate your understanding of the subject.
* Material from external sources must be properly referenced and cited within the text using the Harvard referencing system,
* You are required to follow the**Roehampton Harvard referencing System**. Please refer to Moodle for the latest version of the **Roehampton Harvard referencing System** or ask the library.
* An accompanying list of references (on a **separate page and in alphabetical order**) must also be provided as part of your work.
* It is mandatory that you add the following statement to your assignment: ‘disclosure: diagrams, pictures or any other images used in this assignment are for educational purposes only’.
* Plagiarism: occurs when you present somebody else’s work as your own, whether that work is an idea, graphs, figure, illustration or a pure text. Be it available in web, textbooks, reports or otherwise.
* Wholesale use of text and diagrams from websites is considered as plagiarism when not acknowledged.
* Plagiarism will be dealt with firmly and can lead to serious consequences and disciplinary procedures.
* Collusion: occurs when copying another student’s report (Text, Figures, Illustration etc..) and submitting it as your own.

***Submission and Late submission***

* Students must ensure that their work is satisfactory and fit for purpose, both academically and free from any plagiarism.
* Students must use an appropriate coversheet, which must include the subject, assignment title, student ID and date-time.
* Tutors, lecturers and module convenors do not have the authority to extend the submission deadlines nor the exam time/date. In case of any mitigating circumstances, students should fill in the relevant mitigating circumstances form(s) available at qahe.uormitigatingcircumstances@qa.com
* The marking of the assignment will be capped at 40 if the assignment is submitted within first seven (7) days after the deadline, any submission late than 7 days will be ignored.
* The Submission File should be appropriate to the topic/title of the assignment and contain the Student ID, (Student ID-Assignment title)
* All coursework related material must be attached as an appendix in the final coursework/assignment document, including any computer-generated document, software/ code, simulation file etc..

# *Resit submission date: TBC*

For students, who are offered a resit, you are required to improve and resubmit your original work. You must resubmit your work using the specific resit Turnitin link on Moodle. Please check the Moodle page and your emails for more information.

You should:

1. Review your previously submitted work and read carefully the feedback given by the marker.
2. Use this feedback to help you revisit and rewrite your work, improving it in the areas identified as weak in the original marking process.

If you did not submit work at the first opportunity you cannot reflect on your feedback. However, you are still required to submit your work. Please note that a non-submission will result in a Qualified-Fail. The original marking criteria will still apply, please refer to the marking criteria.

# *Mitigating circumstances/what to do if you cannot submit a piece of work or attend your presentation*

The University Mitigating Circumstances Policy can be found on the University website [- Mitigatin](http://www.roehampton.ac.uk/uploadedFiles/Pages_Assets/PDFs_and_Word_Docs/Quality_and_Standards/Mitigat)[g Circumstances Policy](http://www.roehampton.ac.uk/uploadedFiles/Pages_Assets/PDFs_and_Word_Docs/Quality_and_Standards/Mitigating%20circumstances%20policy%20August%202013.pdf). Please contact the MITIGATING CIRCUMSTANCES TEAM ON: [QAHE.uormitigatingcircumstances@qa.com](mailto:QAHE.uormitigatingcircumstances@qa.com)