

School of Computer of Science

ASSIGNMENT BRIEFING SHEET (2018/19 Academic Year) – ANONYMOUS MARKING

Assignment Title	Empathy Map	Submission Date	26/10/2018
Module Title	User Experience	Module Code	6COM1032
Tutor	Dr Mariana Lilley	GROUP or INDIVIDUAL Assignment	Individual

FOR INDIVIDUAL ASSIGNMENTS – STUDENT TO COMPLETE

By completing **BOX A** below, I certify that the submitted work is entirely mine and that any material derived or quoted from the published or unpublished work of other persons has been duly acknowledged. [ref. UPR AS12, section 7 and UPR AS14 (Appendix III)]. I also certify, that any work with human participants has been carried out under an approved ethics protocol in accordance with UPR RE01.

Please **ONLY** provide your ID (srn) number as this assignment will be anonymously marked

BOX A

Student ID Number (SRN)

15051661

**This sheet must be submitted with the assignment, and either BOX A or B filled in.
LATE SUBMISSION WILL ATTRACT A STANDARD LATENESS PENALTY.**

1. For undergraduate modules, a score of 40% or above represents a pass mark.
2. For postgraduate modules, a score of 50% or above represents a pass mark.
3. For work submitted up to 5 working days late marked is capped to a bare pass (40% for undergraduate and 50% for postgraduate).
4. For work submitted more than 5 working days a mark of zero will be awarded for the assignment.

School of Computer of Science

ASSIGNMENT BRIEFING SHEET (2018/19 Academic Year) – ANONYMOUS MARKING

THE ASSIGNMENT TASK: You are required to produce an Empathy Map and brief report to FDM'S CEO.

MODULE LEARNING OUTCOMES ASSESSED BY THIS ASSIGNMENT:

Knowledge and Understanding

Successful students will typically have a knowledge and understanding of:

2. Techniques for identifying and representing users in the design process.

SUBMISSION REQUIREMENTS:

This assignment is to be submitted and marked anonymously. Students should ONLY use their student ID number to identify themselves on their work. Work submitted via StudyNet for anonymous marking will automatically have an anonymity number allocated to it.

You are required to submit your report as ONE PDF file. The sections required in the report are described below.

FEEDBACK FROM THIS ASSIGNMENT

Narrative feedback, and a score out of 100 – to be made available via Canvas.

MARKS AWARDED FOR:

Please refer to marking scheme below.

DEADLINES AND ASSIGNMENT WEIGHTINGS

- 1 This assignment is worth of the **overall assessment** for this module.
- 2 You are expected to spend about Hours to complete this assignment to a satisfactory standard
- 3 Date assignment set Date completed assignment to be handed in
- 4 Target date for return of marked assignment

INTERNAL MODERATION

<p>This assignment has been internally moderated.</p> <p>I confirm:</p> <ul style="list-style-type: none">• That the assignment set, meets the requirements of the module and that the brief provides appropriate content for students to successfully complete the assignment.• That the assessment is at an appropriate level and matches QAA level descriptors and is an appropriate form of assessment within the total range of assessments for this module• That the marking scheme is attached and that students can determine how marks are allocated.• That this assessment can be completed and marked within University timeframes, and provides detailed feedback (more than just a grade) that supports learning.	<p><i>Moderator name, signature and date</i></p> <p><i>Dr Clive Chandler</i></p> <p><i>9 October 2018</i></p>
--	--

Background

The Background to the case study can be found in: [6COM1032 > Units > 1.2 : Case study: FDM Timesheets](#).

Your Task

Focusing on users of type **Consultant**, your task is to:

1. **Empathy Map** (for Primary Persona)¹;
2. Synthesise NEEDS (up to 250 words, needs can be presented as a bulleted list);
3. Synthesise INSIGHTS (up to 250 words, insights can be presented as a bulleted list);

The deliverables above should be organised into ONE report:

4. the report must not exceed 4 pages, including references if applicable;
5. the intended readership is the FDM's Chief Executive Officer;
6. the report must be submitted as ONE PDF file.

Marking Scheme

Empathy Map

0	1 Poor	2 Good	3 Very good	4 Outstanding
No Empathy Map submitted, <u>or</u> contains no relevant information	The Empathy Map is incomplete and/or contains conceptual errors.	Shows a sound grasp of Empathy Maps, and a good conceptual understanding.	Shows a near complete conceptual understanding of Empathy Maps.	Shows a complete conceptual understanding of Empathy Maps.

Needs

0	1 Poor	2 Good	3 Very good	4 Outstanding
No <i>Needs</i> submitted, <u>or</u> contains no relevant information.	This section of the assignment is incomplete and/or contains conceptual errors.	Shows a sound grasp of <i>Needs</i> , but with one or more key points/interpretations not fully considered/ explored.	Shows a near complete conceptual understanding of <i>Needs</i> . Supportable conclusions drawn.	Shows a complete conceptual understanding of <i>Needs</i> . Conclusions drawn are both supportable and illuminating to the reader.

¹ The following resource may be useful in completing the Empathy Map task: [Empathy Map – Why and How to Use It](#).

Insights

0	1 Poor	2 Good	3 Very good	4 Outstanding
No <i>Insights</i> submitted, <u>or</u> contains no relevant information.	This section of the assignment is incomplete and/or contains conceptual errors.	Shows a sound grasp of <i>Insights</i> , but with one or more key points/interpretations not fully considered/explored.	Shows a near complete conceptual understanding of <i>Insights</i> . Supportable conclusions drawn.	Shows a complete conceptual understanding of <i>Insights</i> . Conclusions drawn are both supportable and illuminating to the reader.

Organisation and Presentation

0	1 Poor	2 Good	3 Very good	4 Outstanding
No report submitted.	Poorly organised report. There is substantial room for improvement in the presentation of the report and/or written communication skills.	Effective presentation of the work carried out, showing generally good written communication skills with good spelling and grammar.	Appropriate to intended readership. Well produced, showing a high level of written communication skills with few grammatical and spelling errors. Empathy Map is clearly presented. Work submitted as ONE PDF file.	Appropriate to intended readership. Well-structured report, with outstanding use of headings. Outstanding written communication skills with faultless grammar and spelling. All points can be appreciated in one reading. Empathy Map is clearly presented. Work submitted as ONE PDF file.