EM 757 Group project #3 Website prototype and report
<u>**Due 12/16 Monday (End of day)**</u>

Instructions

#1 Based on your previous research (e.g., user research, stakeholder interviews), create a medium-to-high fidelity prototype for your website on WordPress.

#2 Conduct a usability test

- Recruit at least <u>two</u> actual or potential users of your website to participate in the usability testing session
- Formulate <u>two tasks</u> and develop task scenarios
- Run the usability test
- Each test should last about 30 minutes

#3 Refine your website on WordPress

#4 Write a brief report

#5 Complete the final project peer review on the Blackboard (in the same assignment folder).

WordPress requirements:

1. Create an appropriate <u>title</u> and a <u>tagline</u> for your website.

2. Pick an appropriate WordPress template. Use what you've learned in the class (i.e., HTML/CSS) to customize the template.

3. Create at least three <u>PAGES</u>, not posts.

- Add some actual text, images, videos, etc. onto the pages.

In case some content is not ready -

- Add <u>dummy text</u> onto the pages. Use an online dummy text generator such as (http://www.lipsum.com/) so that the prototype looks realistic.
- Insert example images, videos, plugins, etc.

4. Keep all design principles covered in the class (e.g., interaction design, visual design, and information architecture) in mind.

Final report requirements:

1. Project statement

- Restate the purpose of your website.
- Discuss how you apply different design principles covered in the class (e.g., interaction design, visual design, information architecture) to the website prototype

2. Usability test session

- Describe your usability test procedure in detail: When and where did you conduct the test? How and why were the participants selected? How long did the test last? What tasks did you ask your participants to work on? What questions did you ask?
- Include the written task scenarios used in testing
- Report the most serious usability problems that you found from the test
- Discuss what you did (or what you can do) to solve the problems

Format:

1. Follow APA style throughout the report.

- Font: Times New Roman
- Double-space
- Indent the first line of every paragraph 0.5 inch

2. Use headings to introduce sections and sub-sections.

3. Save the file as a WORD document.

4. The report should be about **3-4 pages** in length.

5. Acknowledge/cite AI tool usage if there is any.

Assignment submission:

1. Name your file as "(Your last names)_Web prototype report."

   e.g., Lokmanoglu_Huang_Wang_Final report

2. Submit your assignment— (1) report and (2) URL of your website—on the Blackboard.

Grading Rubric:

Total 50 Points

1. Website Prototype (20 Points)
   - Title and Tagline (5 Points)
     - 5 Points: The website has a clear, appropriate title and tagline that accurately reflects the purpose of the site.
     - 4 Points: The title and tagline are present but may be somewhat unclear or not fully aligned with the site's purpose.

- o 2-3 Points: The title and tagline are poorly chosen or not fully developed.
- o 0-1 Points: No title and tagline provided.
- WordPress Template Customization (7 Points)
  - o 7 Points: The WordPress template is effectively customized using HTML/CSS, demonstrating a strong understanding of design principles.
  - o 5-6 Points: The template is customized adequately, but some areas could be improved to better reflect design principles.
  - o 3-4 Points: Minimal customization of the template, with significant areas needing improvement.
  - o 0-2 Points: No customization or inappropriate customization of the template.
- Pages and Content (5 Points)
  - o 5 Points: At least three pages are created, each with relevant text, images, videos, etc. The content is well-organized and aligns with the project goals.
  - o 4 Points: Three pages are created, but the content may be lacking in relevance or organization.
  - o 2-3 Points: Fewer than three pages or poorly organized content.
  - o 0-1 Points: No pages created or content is irrelevant.
- Application of Design Principles (3 Points)
  - o 3 Points: The website effectively applies interaction design, visual design, and information architecture principles, resulting in a user-friendly and aesthetically pleasing prototype.
  - o 2 Points: The website applies design principles, but with some noticeable gaps in execution.
  - o 1 Point: Minimal application of design principles, leading to a subpar user experience.
  - o 0 Points: No application of design principles is evident.

2. Usability Test Session (20 Points)
- Test Procedure Description (5 Points)
  - o 5 Points: Provides a detailed and clear description of the usability test procedure, including when, where, and how the test was conducted, participant selection, and duration.
  - o 4 Points: Describes the procedure adequately but lacks some detail or clarity.
  - o 2-3 Points: Minimal description of the procedure, with significant gaps in information.

- o 0-1 Points: No description provided.
- Task Scenarios and Execution (5 Points)
  - o 5 Points: Task scenarios are well-formulated and clearly described, and the test was executed effectively. The tasks are relevant and provide valuable insights.
  - o 4 Points: Task scenarios are generally relevant, and the test execution is adequate but could be improved.
  - o 2-3 Points: Poorly formulated task scenarios or inadequate test execution.
  - o 0-1 Points: No task scenarios or test execution described.
- Identification of Usability Problems (5 Points)
  - o 5 Points: Significant usability problems are identified, with clear documentation of the issues observed during testing.
  - o 4 Points: Usability problems are identified, but some issues may lack clear documentation or relevance.
  - o 2-3 Points: Minimal identification of usability problems with poor documentation.
  - o 0-1 Points: No usability problems identified.
- Solutions and Recommendations (5 Points)
  - o 5 Points: Effective solutions or recommendations are provided to address the identified usability problems, demonstrating a thorough understanding of usability principles.
  - o 4 Points: Solutions or recommendations are provided but may not fully address the problems or lack thoroughness.
  - o 2-3 Points: Minimal or vague solutions and recommendations.
  - o 0-1 Points: No solutions or recommendations provided.
3. Final Report (10 Points)
- Project Statement and Design Principles (4 Points)
  - o 4 Points: The project statement is clearly restated, and the application of design principles is thoroughly discussed, showing a strong alignment with the project goals.
  - o 3 Points: The project statement and design principles are discussed but may lack depth or full alignment with the project goals.
  - o 2 Points: Minimal discussion of the project statement and design principles.
  - o 0-1 Points: No discussion of the project statement or design principles.
- Report Organization and Writing Quality (3 Points)

- o 3 Points: The report is well-organized, with clear headings and sub-sections. Writing is clear, concise, and free of grammatical errors.
- o 2 Points: The report is generally well-organized but may contain minor issues in structure or writing clarity.
- o 1 Point: The report has significant organizational or clarity issues.
- o 0 Points: The report is poorly organized and difficult to understand.
- APA Style and Formatting (3 Points)
  - o 3 Points: The report follows APA style with proper formatting, including font, spacing, and indentation.
  - o 2 Points: Minor errors in APA style or formatting.
  - o 1 Point: Significant issues with APA style or formatting.
  - o 0 Points: The report does not follow APA style or is improperly formatted.