JavaScript β

New Attempt

Due Oct 1 by 11:59pm   **Points** 2   **Submitting** a file upload   **File Types** pdf
Available   after Sep 21 at 1pm

Homework: JavaScript β (2 Points)

Empathy-Driven Redesign Using Component Libraries

In this assignment, you will practice design thinking and visual design methods to improve upon Badger Shop. You will complete this assignment in three parts:

1. In the **first** part, you will practice using the "empathy" method (the think-aloud protocol) that we have discussed in class as a method that will give you the most bang for the buck in terms of understanding user needs, preferences, and behavior. Specifically, in the think aloud, you will (1) identify users who represent your target group of users, (2) identify/develop tasks that represent the functioning of the target system, (3) observe users as they perform the tasks, and (4) analyze your data to develop design insight. *This is to be done on a real e-commerce website.*
2. In the **second** part, you will practice the ideation and visual design principles you have learned in class to turn your design insight in the first part into a redesign of the Badger Shop website you have created, expressed in a layout sketch.
3. Finally, in the **third** part of the assignment, you will implement the design you created in the second part using the Bootstrap component library.

This three part assignment will take you through user research to ideation and from sketching to implementation of user-facing elements. Follow the instructions below to complete the assignment. To complete the assignment, use the handout/template linked below and follow the steps provided. You can download template in a format you can work with (DOCX, ODT, RTF) and when you complete, **save it as PDF to upload to Canvas**. In addition, you will **submit your repository name and latest commit hash** from GitHub Classroom, e.g. js-beta-ctnelson1997, 2b0ef83.

(In case your PDF fails to preserve the quality of your images, you may compress the PDF and the original images into a .zip file. Please indicate in appropriate sections of your document the filename of each image that graders should refer to.)

Handout (https://docs.google.com/document/d/1FYVrJ5bd2Do0eWYldYlA7kqcbHx5uJBH/edit?usp=sharing&ouid=107874239814745523486&rtpof=true&sd=true)

Starter Code (https://classroom.github.com/a/QFtOKQW6)

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Criteria	Ratings		Pts
P1S1: Identify Users	**0.1 pts** **Full Marks** Users are identified.	**0 pts** **No Marks** Users are not identified.	0.1 pts
P1S2: Develop Tasks	**0.1 pts** **Full Marks** Tasks are developed and explained.	**0 pts** **No Marks** Tasks are either undeveloped or unexplained.	0.1 pts
P1S3: Perform Think-Aloud	**0.2 pts** **Full Marks** Insightful observations are made from the think-aloud.	**0 pts** **No Marks** Observations are not made from the think-aloud, or they are not insightful.	0.2 pts
P1S4: Create Insight	**0.2 pts** **Full Marks** Data is analyzed for significant findings, providing rationale for each finding.	**0 pts** **No Marks** Data is not analyzed for significant findings, or findings are not rationalized using the data.	0.2 pts

Criteria	Ratings			Pts
P2S1: Visual Design	**0.4 pts** **Full Marks** Several considerations are made and justified for directing user attention appropriately, such as creating a contrast between elements, achieving unity, and other important design considerations. Evidence of deep thought and application of design principles can be found in the visual design. All considerations made are justified.	**0.2 pts** **Partial Marks** Some considerations are made for directing user attention appropriately, but the design misses some principles and/or justifications are not clearly stated. Some thought went into the interface design, but it is unmotivated by design concepts.	**0 pts** **No Marks** Little to no thought and/or justification went into the visual design. Several design principles are ignored and/or justifications for decisions are missed.	0.4 pts
P2S2: Colors & Types	**0.2 pts** **Full Marks** Both color and type are considered in the re-design, with justification for its usage.	**0.1 pts** **Partial Marks** Either color or type are considered in the re-design, with little justification for its usage.	**0 pts** **No Marks** Little to no consideration is made for color and type.	0.2 pts

Criteria	Ratings			Pts
P3S1: Component Library Inspection	**0.2 pts** **Full Marks** Clear rationalizations are made for the usage of components from the Bootstrap library. Components help achieve the design.	**0.1 pts** **Partial Marks** Some rationalizations are made for the usage of components from the Bootstrap library; however, it is unclear how the components may be used to achieve the design.	**0 pts** **No Marks** Little to no rationalizations are made for the usage of components from the Bootstrap library. Components are unfit for achieving the design.	0.2 pts
P3S2: Implement Re-Design	**0.6 pts** **Full Marks** The design is implemented using the outlined Bootstrap components.	**0.3 pts** **Partial Marks** The design is implemented and uses the outlined Bootstrap components to some degree.	**0 pts** **No Marks** The design is not implemented or does not use the outlined Bootstrap components.	0.6 pts
				Total Points: 2