**ASSESSMENT RECORD FOR WRITTEN ASSESSMENT + PRACTICAL PERFORMANCE**

This document is for recording the compliance with the Technical Skills and Competencies in User Experience Design (ICT-DES-3007-1.1) based on the evidence gathered on the candidate for Learning Units 3 to 7.

| CANDIDATE NAME: | Teo Boon Wee |  | ASSESSMENT DATE: | 29/10/2024 |
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| MOBILE PHONE NO: | 88246838 |  | ASSESSOR NAME: | Jeremiah Lim |
| NRIC/FIN NO. : | 794Z |  |  |  |

| **Learning Outcome / TSC Statements** | | | **Assessment Criteria** | **Tick** | | **Evidence of ‘C’/’NYC’** |
| --- | --- | --- | --- | --- | --- | --- |
| **Competent ‘C’** | **Not yet competent ‘NYC’** |
| LU3 User Centrism | LO4 Analyse user patterns and feedback to identify performance levels and gaps between the existing and desired user experience  A1 Gather inputs and feedback from users on their needs and experiences with IT products and services  A2 Analyse user patterns and feedback from target users of IT products and services to understand the desired user experience and outcomes  A3 Identify performance levels and gaps between current level of user experience and the desired user experience | | Based on the 2 personas provided, what are the typical responses, inputs and feedback they would give when coming across the Equilibrium MMA website? List down some of these responses that represent your target user and their goals (A1) |  |  |  |  |
| For each user persona, what are the best expected outcomes in alignment with his/her goals? What are some problems they might encounter with the Equilibrium MMA website?(A3) |
| From the Customer Journey map of either of the Personas, what are some pain points that the users might face when trying to Book a Trial? (A2, A5) |
| **LU4 The UX Honeycomb** | | LO5 Recommend and refine UX design in consideration of UX Honeycomb principles to enhance the overall user experience   * A7 Propose suggestions and modify aspects of an IT product or service to enhance the overall user experience * A5 Measure indicators of general user response to the product or service | Based on the website screenshots provided, what are 2 things that Equilibrium MMA did well for their website? What are 2 things that they did not do so well? Visualize improvements using a Paper sketch. Paste a photo of your sketch into the document (A7) |  |  |  |
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| **LU5 User Interface Design** | | LO6 Develop information architecture structure, content inventory, sitemap and paper-based website wireframe based on established requirements and user-centred inputs  A6 Develop a prototype and/or wireframe of the user interface based on established requirements and methodologies and taking into account user-centred inputs and perspectives | Port over the Paper sketch into a Prototyping tool (Miro, Figma, Canva, XD, etc) and paste a screenshot of the Protytpe into the document |  |  |  |
| **LU6 User Testing** | | LO7 Implement usability tests to validate the technical feasibility and efficacy of software and application design through the assessment of user engagement and retention levels using pre-defined metrics and guidelines   * A4 Measure the user's level of engagement and stickiness with the product or service using pre-defined metrics or guidelines * A8 Implement usability tests on the updates or modifications made to a software and application design, to verify its technical viability and effectiveness | What type of Usability test would you run for your prototype and what are you testing for? (A8) |  |  |  |

By signing, the candidate agrees to accept the assessment results:

Assessor’s signature: Candidate’s signature: Teo Boon Wee

Remarks:

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