HJP2 — HJP2 TASK 1: PROJECT APPROACH AND PROTOTYPE

USER EXPERIENCE DESIGN — C856

PRFA — HJP2

TASK OVERVIEW   SUBMISSIONS   EVALUATION REPORT

COMPETENCIES

4020.2.1 : UX Design Processes
The graduate establishes user experience design processes as part of solution development.

4020.2.3 : Usability Testing
The graduate conducts usability testing for gathering actionable feedback applicable to user-centered design.

4020.2.4 : Data Evaluation
The graduate evaluates qualitative and quantitative data from UX design experiments for improving the user experience.

INTRODUCTION

The user experience (UX) design process revolves around multiple rounds or iterative cycles of design creation, testing, and modification. As you progress through this process, your design models will increase in fidelity until you have a mockup or prototype that is ready to be handed off to a software developer. It is important to remember that while managing project timelines, expectations, and deliverables helps you meet business needs, it is your application of UX design tools and principles that will enable you to create an intuitive, accessible design that will please and engage your users.

As you work through the UX design process in this task, you will create a wireframe and prototype that can be added to your professional portfolio. Understanding the UX design process will help you as a software developer to build applications that will delight the user.

Refer to the scenario and the "Survey Results" and "About the Island" supporting documents to create a timeline, persona, wireframe, and prototype for the project in the scenario. Your wireframe and prototypes will be evaluated based on your application of UX design principles rather than on their visual merits. This means that your designs do not need to appear professional or finalized, nor do you need to use specialized tools to create them. If you choose to use a template to aid you in creating your design artifacts, you will likely need to modify your template to meet the requirements of this assessment. Refer to the requirements and rubric to ensure your submission will reflect your competency in UX design.

Note: The file size limit for your entire submission cannot exceed 200 MB. Each individual file cannot be larger than 16 MB.

SCENARIO

You have been contacted by the local government of the small island of Taniti. Since the island's economy relies heavily on tourism, the Tanitian government has developed a plan to increase the number of tourists who visit the island and its attractions. As part of this plan, they have hired you to design a tourism website.

The Tanitian government has conducted a survey to gather information about current tourists. Their findings from this survey are shown in the "Survey Results" supporting document. The government has also provided you with the attached "About the Island" document to better inform you about Taniti and its visitors.

Taniti's current website has an outdated look and feel. The page navigation is unclear. All the tourist information is jumbled together on a single page, and the site lacks booking information and links to each activity or option. The site is also not compatible with mobile devices.

The Tanitian government would like you to spend no more than one month designing a new website that will increase tourism on the island of Taniti and provide a welcoming experience for prospective tourists.

REQUIREMENTS

Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. The originality report that is provided when you submit your task can be used as a guide.

You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.

A. Create a timeline of the UX design activities that will take place during this project.

> *Note: Your timeline does not need to reflect the exact amount of time you will spend on each activity. You may use any tool to create your timeline, including word processing software, a spreadsheet, project management software, presentation software, or another tool of your choice.*

> *Note: The file size limit for your timeline cannot be more than 16 MB. Files larger than 16 MB will not be accepted.*

B. Create a persona profile based on the attached "Survey Results" and "About the Island" supporting documents.

C. Create a low-fidelity wireframe showing the suggested flow of your new design for the Tanitian website.

> *Note: You can use any tool to create the wireframe, such as graphic creation/manipulation software, presentation software, word processing software, or another tool of your choice.*

D. Conduct guerrilla usability testing with at least three user testers and then do the following:
  1. Summarize the qualitative feedback you received, specifying which feedback is or is not actionable and relevant to your design.

2. Explain how you will incorporate the feedback you received to improve your design.

E. Create an interactive prototype for the Tanitian website that reflects your wireframe design and incorporates the feedback you received during guerrilla testing. Your prototype must be submitted as a URL link.

Note: You can use any tool to create your prototype, such as webpage creation software, GUI editors, or other web development API (e.g., InVision).

F. List **five** objective usability tasks you want users to test in Task 2 for your prototype.

G. Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized and for images or graphics from another resource.

H. Demonstrate professional communication in the content and presentation of your submission.

File Restrictions

File name may contain only letters, numbers, spaces, and these symbols: ! - _ . * ' ( )
File size limit: 200 MB
File types allowed: doc, docx, rtf, xls, xlsx, ppt, pptx, odt, pdf, txt, qt, mov, mpg, avi, mp3, wav, mp4, wma, flv, asf, mpeg, wmv, m4v, svg, tif, tiff, jpeg, jpg, gif, png, zip, rar, tar, 7z

RUBRIC

A:TIMELINE

NOT EVIDENT	APPROACHING COMPETENCE	COMPETENT
A project timeline is not provided.	The project timeline does not include *each* of the UX design activities for the project or does not outline the estimated time frames for *each* step in the process. The project timeline extends beyond the project time frame given in the scenario.	The project timeline includes *each* of the UX design activities for the project and outlines the estimated time frames for *each* step in the process. The project timeline fits within the project time frame given in the scenario.

B:PERSONA PROFILE

NOT EVIDENT	APPROACHING COMPETENCE	COMPETENT
A persona profile is not provided.	The persona profile does not outline the biographical information that is relevant to the UX	The persona profile outlines the biographical information that is relevant to the UX design for a potential user, based on the

design for a potential user, or the persona profile is not based on the "Survey Results" and "About the Island" supporting documents.

"Survey Results" and "About the Island" supporting documents.

C:WIREFRAME

NOT EVIDENT	APPROACHING COMPETENCE	COMPETENT
A low-fidelity wireframe is not provided.	The low-fidelity wireframe does not demonstrate the suggested flow of the application. Or the low-fidelity wireframe does not show a design solution for the Tanitian website. Or the low-fidelity wireframe does not align to the persona profile from part B or the scenario.	The low-fidelity wireframe demonstrates the suggested flow of the application, shows a design solution for the Tanitian website, and aligns to the persona profile from part B and the scenario.

D1:GUERRILLA TESTING FEEDBACK EVALUATION

NOT EVIDENT	APPROACHING COMPETENCE	COMPETENT
A summary of qualitative feedback is not provided, or the summary does not specify which feedback is or is not actionable and relevant to the design.	The summary of the qualitative feedback incorrectly specifies which feedback is or is not actionable and relevant to the design.	The summary of the qualitative feedback correctly specifies which feedback is or is not actionable and relevant to the design.

D2:GUERRILLA TESTING FEEDBACK INCORPORATION

NOT EVIDENT	APPROACHING COMPETENCE	COMPETENT
An explanation is not provided.	The explanation does not address how the qualitative feedback will be implemented into the design or how the implementation will improve the design. Or the explanation does not justify why the feedback was chosen for implementation. If no feedback will be used, the explanation provides illogical	The explanation addresses how qualitative feedback will be implemented into the design and how the implementation will improve the design. The explanation also justifies why the feedback was chosen for implementation. If no feedback will be used, the explanation provides logical reasons why the feedback received will not be implemented.

reasons why the feedback re-
ceived will not be implemented.

E:PROTOTYPE

NOT EVIDENT	APPROACHING COMPETENCE	COMPETENT
A prototype is not provided.	The prototype is not interactive or does not intuitively build upon the wireframe from part C, or the prototype does not incorporate the actionable and relevant feedback received in part D. Or the prototype is not submitted as a URL link.	The prototype is interactive, intuitively builds upon the wireframe from part C, and incorporates the actionable and relevant feedback as explained in part D. The prototype is submitted as a URL link.

F:USABILITY TASKS

NOT EVIDENT	APPROACHING COMPETENCE	COMPETENT
A list of 5 usability tasks is not provided.	The list contains 5 usability tasks, but 1 or more of the usability tasks are not objective or do not test the usability of the prototype.	The list contains 5 usability tasks that are objective and test the usability of the prototype.

G:SOURCES

NOT EVIDENT	APPROACHING COMPETENCE	COMPETENT
The submission does not include both in-text citations and a reference list for sources that are quoted, paraphrased, or summarized and for images or graphics from another resource.	The submission includes in-text citations for sources that are quoted, paraphrased, or summarized and for images or graphics from another resource, and a reference list; however, the citations or reference list is incomplete or inaccurate.	The submission includes in-text citations for sources that are properly quoted, paraphrased, or summarized and for images or graphics from another resource, and a reference list that accurately identifies the author, date, title, and source location as available.

H:PROFESSIONAL COMMUNICATION

NOT EVIDENT	APPROACHING COMPETENCE	COMPETENT
Content is unstructured, is disjointed, or contains pervasive	Content is poorly organized, is difficult to follow, or contains	Content reflects attention to detail, is organized, and focuses on

errors in mechanics, usage, or grammar. Vocabulary or tone is unprofessional or distracts from the topic.

errors in mechanics, usage, or grammar that cause confusion. Terminology is misused or ineffective.

the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding.

SUPPORTING DOCUMENTS

About the Island.docx

Survey Results.xlsx