

CSC3024 Human Computer Interaction

Milestone 4: Communicating Your Design (20%)

Theme: AI and Ergonomics – Human-Centered Innovation in Intelligent Design

Overview

You have identified a real-world ergonomic challenge, explored an AI-driven design solution, and iteratively refined your prototype through testing and feedback. Now, you will **communicate your design professionally and persuasively** in one integrated showcase week. This milestone emphasizes **presentation, storytelling, and professionalism** — preparing you to communicate design outcomes to both **academic and industry audiences**. Your goal is to demonstrate how your design integrates **AI technology** and **ergonomic principles** to improve **comfort, performance, and user well-being**.

Milestones

Showcase your complete AI-Ergonomics project through four key components:

Practical Week 10

- 1. **Website (min. 5 pages)** – professional project site documenting your full design process.
- 2. **Video Prototype / Teaser** – 2-minute storytelling video of your design journey
- 3. **Poster** – A0 summary showcasing your process and final solution
- 4. **Pitch/ Final Presentation** – 5-minute live presentation with Q&A (in practical session)

Submission

- Assignment 4: Project Pitching Session & Industry Feedback, Attend on Week 12.
- Assignment 4: Final Submission for Poster, Video & Website - Due: Uploaded in Week 12, Saturday, 20 December, 2025.

Deliverables Description

1. Website (Minimum 5 Pages)

Your website acts as your **digital portfolio** — it must communicate your full design journey in a clear, accessible, and visually engaging manner. This website must contain at least **5 well-structured pages**.

Technical Requirements:

- Platform: Wix, Notion, Google Sites, WordPress, or Figma (prototype mode).
- Must include **menu navigation** and consistent color/theme across all pages.
- Must embed or link to:
 - **Poster (PDF)**
 - **Video Prototype (YouTube or MP4)**
- Use responsive design principles (desktop and mobile friendly).

Assessment Focus:

- Content depth and clarity (coverage of entire project journey).
- Visual design (layout, readability, aesthetics).
- Professionalism and usability (navigation, accessibility).

2. Video Prototype / Teaser

Create a **2-minute storytelling video** that communicates your project vision.

Include:

1. **The Problem:** Why ergonomic support matters.
2. **The Users and Context:** Who faces the challenge.
3. **The Solution:** How your AI system works.
4. **The Experience:** How people interact with your design.
5. **The Impact:** Key outcomes and why it matters.

Technical Requirements:

- Max length: **2 minutes**
- Format: **MP4 (1080p)**
- Include **captions/subtitles** for accessibility.
- End with project title, logo, and team names.

Tip: Focus on storytelling — show the *human experience*, not just the interface.

3. Poster

Design a **one-page A0 poster** (portrait) that captures your project's journey and outcomes.

Must include:

- Project title, tagline, and team members
- Problem and context
- Summary of design process and testing
- Visuals of final design and AI–ergonomics interaction
- Key outcomes or results
- QR codes linking to your **video** and **website**

Poster Design Tips:

- Use short text, bold visuals, and clear flow.
- Maintain colour and typography consistency with your website.
- Highlight ergonomic principles and AI contribution clearly.

4. Pitch Presentation (Final Showcase)

Deliver a **5-minute live pitch** during Week 12 practical sessions.

Presentation should:

- Begin with a relatable story of the ergonomic challenge.
- Explain your AI-driven solution and its value.
- Highlight your iterative design process and key insights.
- End with your system's impact and potential for adoption.

Time Limit: 5 minutes

Presenters: 1–2 members (entire team attends).

Submission (Week 12)

Due: Monday, 20 December 2025 (11.50 PM)

Submit via eLearn (ZIP file):

- Poster (editable, PPTX + PDF)
- Video (MP4)
- Website link (URL)
- Contribution statement & links (DOCX + PDF)

Contribution Statement Example

Name	Contribution (%)	Key Activities
Name 1	35%	Built website, finalized layout
Name 2	25%	Designed poster and edited visuals
Name 3	25%	Produced and edited video
Name 4	15%	Managed pitch, coordinated submission

Grading Rubric (20%)

Component	Criteria	Marks	Description
Website (Min. 5 Pages)	Content	3	Covers all pages with complete documentation of project journey and reflection.
	Design & Usability	2	Consistent, professional layout and easy navigation; accessible and visually cohesive.
Video Prototype	Story & Content	3	Engaging and coherent storytelling showcasing AI-ergonomic solution.
	Creativity & Production	2	Clear visuals, sound, and editing quality enhance message delivery.
Poster	Content & Visual Clarity	3	Concise, well-organized summary highlighting key outcomes and impact.
	Creativity & Production	2	Clear visuals, creative and editing quality enhance message delivery.
Pitch Presentation	Delivery & Engagement	3	Confident, persuasive delivery showing team understanding and design insight.
	Creativity & Clear	2	Clear visuals, creative and confident message delivery.

Total: 20%

Tips for Success

- Think like a **professional design team** — your website is your public portfolio.
- Ensure your video, poster, and website share a **consistent visual identity**.
- Make the content **clear for non-technical audiences** — explain AI features in human terms.
- Use the pitch to **tell a story** of transformation: problem → insight → AI-enhanced solution → impact.
- Proofread your content — spelling, grammar, and layout reflect professionalism.