**Unit CAB210 People, Context and Technology**

**Assessment Item No. 2**

**Assessment name:** Design Solution

**Description:** This individual activity is about designing a well formulated prototype aimed at addressing the issues and problems observed during the 'Studying Context' assignment. The prototype should be both descriptive and tangible and shall be reported and documented in the form of a design document of 2000-3000 words, which should also focus on the methodologies and evaluation techniques.

**Theme: Based on Assessment Item No. 1**

**Weight:** 50 %

**Internal or external:** Internal

**Group or individual:** Individual

**Due date:** 27/10/2014 (9 pm, local time)

**Deliverable:**

1. A 2000-3000 words report (with evidence of your design)
2. Video presentation (2-3 mins)

**Weighting:**

* 10% Video Presentation
  + “Sell” design idea in a 2-3 minutes video
* 40% Report
  + 20% Design Process (report)
    - Show case the following
      * Methods: Apply at least one method introduced in Lectures (e.g. **Fictional Narrative**, **Interaction Relabelling**, **Extreme Personas**)
      * Design Artefacts:
        + **Persona**(s) and **Empathy Map**;
        + Design Artefacts: **Story boards**; **Low-fidelity and High-fidelity Prototype**;

A minimum of 5 **design artefacts** from the above list.

* + 10% Final Design Solution (report)
    - A realistic low-fidelity or a high-fidelity prototype.
    - Communicate the vision of your ideas through the prototypes.
  + 10% Evaluation (report)
    - Evaluate your low or high-fidelity prototypes with potential users

**Report Format:**

The format is available on the Blackboard. A few examples are also provided. (Limit 4-6 pages; 2000 to 3000 words). Images, sketches, prototypes, and other information should be added as **appendices**. (No Limit)

**Assessment Criteria**

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| --- | --- | --- | --- | --- | --- |
| **Criteria** | **7 – High Distinction** | **6 - Distinction** | **5 – Credit** | **4/3 – Borderline Pass** | **2/1 - Fail** |
| **Video Presentation**  **(10%)** | Innovative very well-executed design solution  Video demonstrates key pieces of functionality and shows clearly how the design is used.  Clear visuals  Clear narration | Innovative well-executed design solution  Video demonstrates key pieces of functionality and shows clearly how the design is used.  Clear visuals  Clear narration | Well executed design solution  Video demonstrates key pieces of functionality | Some elements of the design solution work  Video documents some aspects of the design | Little progress on design solution  Video explanation lacks clarity necessary to convey an understanding of the project |
| **Report**  **(40%)** | Innovative well-executed design  Excellent required content  Excellent use of visuals, Sketches and tables  Clear, insightful and thorough explanations of method and data  Logically structured, succinct text that flows well  No or very few spelling/ grammatical errors | Innovative well-executed design  Very good required content  Very good use of visuals, sketches and tables  Clear and thorough explanations of method and data  Logically structured, succinct text that flows well  No or very few spelling/ grammatical errors | Well executed design  Good required content  Good use of visuals, diagrams and tables  Clear explanations of method and data  Logically structured text that flows well  Few spelling/ grammatical errors | Acceptable design  Contains required content  Uses visuals, diagrams and tables  Clear explanations of method and data  Logically structured text  Few spelling/ grammatical errors | Poor design  Content lacking  Poor report which lacks visuals, clarity and structure  Demonstrated little or no understanding of the methods |
| **Assessor Comment**: | | | | | |

**Important Instructions:**

1. Decide on a particular design idea.

* Brainstorm and discuss design ideas with your Study Group.
  + Each individual should develop and work on the one design idea
* Help each other refine the idea

1. Plan, Execute and Manage your design project

* Work individually on your own design project
* Create evidence of your design work
  + Persona(s); Empathy Map; Story boards; Minimum of 5 design artefacts; an evaluation of a Low-fidelity or High-fidelity prototype

1. Have weekly discussions on your projects during your Study Group meetings (Week 9-13)

* It is important to learn from one another
* You are not competing with your team members
* Help each other
  + E.g. Be your team members’ test subject

1. You are not expected to develop a fully functional system/technology as a part of this assessment, but you have to show a proof-of-concept in the form of high-fidelity prototypes.

* What is allowed:
  + Showcase different design artefact
  + User Interface screens with interactivity; High-fidelity mock-ups
* What is not allowed:
  + Entirely descriptive work in the absence of Low or a High-fidelity prototype
  + Less than 5 examples of design artefacts