**Softwarica College of IT & E-Commerce**

**A picture containing object

Description automatically generatedSTW106CR: Designing for Usability 1**

Assignment Brief 2020

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| Module Title:  STW106CR: Designing for Usability 1 | Individual Portfolio following  Group collaboration on weekly exercises | | (Date) | Module Code: 106CR |
| Coursework Title: CW1 - Individual Portfolio of four exercises following group collaboration on weekly exercises. | | | | Hand out date:  **In Week 6:** |
| Module Leader: Pratik Bhusal | | | | Due date: 20th Aug 2020 |
| Estimated Time (hrs.): 100  Word Limit\*: 200 words per Exercise in Individual  Portfolio of Five Exercises from weekly lab exercises:  Portfolio word limit: 1000-word max  (Excluding references, image captions/annotations, table of content, etc.) | | Coursework type:  Individual Report | | % of Module Mark  50% for Individual Portfolio |
| Submission arrangement online via CU Moodle:  File types and method of submission: **WORD or PowerPoint only** – no external links or .rar files will be accepted. Templates can be found in Moodle | | | | |
| Mark and Feedback date:  and Feedback method: | | | | |

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| Module Learning Outcomes: Assessed from module learning outcomes 1-4:   1. Utilise a variety of tools and techniques for the generation of creative design solutions based on the PACT process of contextual design proposed by Benyon et al., including contextual modelling, technology scoping and rapid prototyping. 2. Describe the user-centred design process and its component phases, identifying the opportunities for user involvement and the methods of review and evaluation appropriate to each phase. 3. Demonstrate the preparation and conduct of a variety of usability evaluation methods in the development of design solutions including heuristic analysis, usability tests and cognitive walkthroughs. 4. Generate a range of prototype solutions, from low fidelity storyboards to partial high fidelity applications, to a variety of communication, interface and application design problems. |
| Task and Mark distribution: |

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| 50% for Individual Portfolio of four exercises detailing individual contribution to group lab work and homework. |
| Description of group collaboration on weekly exercises and Individual Portfolio (see Appendix 1 for more information):   * Group based collaboration on weekly lab exercises from Week2 * Weekly exercise discussions recorded in Learnium, or in Moodle’s Discussion forum or another platform approved by your Lab session Lecturer * **Individual portfolio of four of the Usability exercises detailing individual contribution, uploaded via Turnitin in Moodle** * Individual contribution should include what you learnt from group collaboration on the exercises * **Portfolio of the four lab exercises, each exercise of 200-words (excluding annotations, captions) should contain**: * An introduction placed at the beginning/opening of each exercise introducing the exercise; * A middle section describing what you did, how you worked on the task focusing on your own contribution to the exercise. Image/Figure/Annotations should accompany your exercises and be placed in the middle section; * A summary of what you have learnt working on the exercise – each summary should be placed at the end of the exercise. |
| Notes:   1. You are expected to use the [CUHarvard](https://curve.coventry.ac.uk/open/file/bdfb947c-9d43-48d3-8ec8-f511682e1dd1/1/The%20CU%20Guide%20to%20Referencing%20in%20Harvard%20Style.pdf) referencing format. For support and advice on how this students can contact [Centre for Academic Writing (CAW).](http://www.coventry.ac.uk/study-at-coventry/student-support/academic-support/centre-for-academic-writing/?theme=main) 2. Please notify your registry course support team and module leader for disability support. 3. Any student requiring an extension or deferral should follow the university process as outlined [here.](https://share.coventry.ac.uk/students/Registry/Pages/Deferrals-and-Extension.aspx) 4. The University cannot take responsibility for any coursework lost or corrupted on disks, laptops or personal computer. Students should therefore regularly back-up any work and are advised to save it on the University system. 5. If there are technical or performance issues that prevent students submitting coursework through the online coursework submission system on the day of a coursework deadline, an appropriate extension to the coursework submission deadline will be agreed. This extension will normally be 24 hours or the next working day if the deadline falls on a Friday or over the weekend period. This will be communicated via email and as a CUMoodle announcement. 6. Assignments that are more than 10% over the word limit will result in a deduction of 10% of the mark i.e. a mark of 60% will lead to a reduction of 6% to 54%. The word limit includes quotations, but excludes the bibliography, reference list and tables. |

Appendix 1

**Individual Portfolio**

Submit an individual portfolio in **WORD via Turnitin in Moodle.** Please note links to external sites will not be marked. All Portfolios must be submitted via Turnitin in Moodle with the exercises completed in the submitted document, not a link to exercises uploaded to external sites.

The four weekly exercises are taken from the weekly lecture and lab topics up to Week 9 as follows:

1. PACT Analysis – what is it and and why apply it for Usability?
2. Application of psychological and sociological issues on human behavior influencing Usability
3. Conceptual Models
4. User Interface – what should it be like, and who and why should be involved in how it looks?
5. Usability Design Principles
6. Principles of Visual Design
7. HTA(Hierrarchical Task Analysis)
8. Usability Testing
9. Paper Prototype

You will need to attend regularly to participate and complete weekly exercises to understand and apply learning for each week’s lab and homework activities.

**An anonymous individual portfolio is uploaded in Moodle in Weekly PC Lab section. See also Week6 Lab document for Homework: read and marking criteria to mark the sample portfolio to try and better it. That Week6 Lab activity document can be found in the Weekly PC lab section by scrolling down to Week6.**

**WORD / Powerpoint Individual Portfolio Templates are uploaded to Moodle, please see ‘Assignment Information and Reading; section.**

Submission of your individual portfolio will be via Turnitin/ Moodle in Week11

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| **GRADE** | **ANSWER RELEVANCE** | **ARGUMENT & COHERENCE** | **EVIDENCE** | **SUMMARY** |
| **First**    **≥70** | Innovative response, answers the question fully, addressing the learning objectives of the assessment task.  Evidence of critical analysis, synthesis and evaluation. | A clear, consistent in-depth critical and evaluative argument, displaying the ability  to develop original ideas from a range of sources. Engagement with theoretical and conceptual analysis. | Wide range of appropriately supporting evidence provided, going beyond the recommended texts. Correctly referenced. | An outstanding, well-structured and appropriately referenced answer, demonstrating a high degree of  Understanding and critical analytic skills. |
| **Upper Second**    **60-69** | A very good attempt to address the objectives of the assessment task with an emphasis on those elements requiring critical review. | A generally clear line of critical and evaluative argument is presented.  Relationships between statements and sections are easy to follow, and there is a sound, coherent structure. | A very good range of relevant sources is used in a largely consistent way as supporting evidence. There is use of some sources beyond recommended texts. Correctly referenced in the main. | The answer demonstrates a very good understanding of theories, concepts and issues, with evidence of reading beyond the recommended minimum. Well organised and clearly written. |
| **Lower Second**    **50-59** | Competently addresses objectives, but may contain errors or omissions and critical discussion of issues may be superficial or limited in places. | Some critical discussion, but the argument is not always convincing, and the work is  descriptive in places, with over-reliance on the work of others. | A range of relevant sources is used, but the critical evaluation aspect is not fully presented. There is limited use of sources beyond the standard recommended  materials. Referencing is not always correctly presented. | The answer demonstrates a good understanding of some relevant theories, concepts and issues, but there are some errors and irrelevant material included. The structure lacks clarity. |
| **Third**    **40-49** | Addresses most objectives of the assessment task, with some notable omissions. The structure is unclear in parts, and there is limited analysis. | The work is descriptive with minimal critical discussion and limited theoretical engagement. | A limited range of relevant sources used without appropriate presentation as  supporting or conflicting evidence coupled with very limited critical analysis.  Referencing has some errors. | Some understanding is demonstrated but is incomplete, and there is evidence of limited research on the topic. Poor structure and presentation, with few and/or poorly presented references. |
| **Fail**    **<40** | Some deviation from the objectives of the assessment task. May not consistently address the assignment brief. At the lower end fails to answer the question set or address the learning outcomes. There is minimal evidence of analysis or evaluation. | Descriptive with no evidence of theoretical engagement, critical discussion or theoretical engagement. At the lower end displays a minimal level of understanding. | Very limited use and application of relevant sources as supporting evidence. At the lower end demonstrates a lack of real understanding. Poor presentation of references. | Whilst some relevant material is present, the level of understanding is poor with  limited evidence of wider reading. Poor  structure and poor presentation, including referencing. At the lower end there is evidence of a lack of comprehension, resulting in an assignment that is well below the required standard. |
| **Late submission** | 0 | 0 | 0 | 0 |