

FIT3175 – Usability: Assessment

You are being hired as a group to propose and design a new app for *Driving Change* – a venture capital think-tank, that is keen to invest in and develop the future of transport. This is *Driving Change's* first app, so they are new to this space. Their stakeholders have heard about 'user-centered design (UCD)' and 'user experience (UX)' as hot topics in the industry, so they are keen to be able to report on how they have engaged with these trends.

Driving Change want you to design an app that enables the future of public transport, **Drive**.

Their vision:

Public transport helps move people around a city en masse. However, current public transport is limited geographically (*where it stops*) and temporally (*when it runs*). Private cars, by contrast, service the majority of a city much more frequently, as people carry out personal errands, commute to work, and go about their lives. What's more, these cars are rarely full. *Let's fill up these cars, save the environment, reduce the burden on public transport, and get people to where they need to go faster.*

Currently, people jump in their car, fire up their navigation (on Google Maps, Waze, etc.), and drive to their destination. During navigation, we think of their route as (in effect) a **temporary bus route**. **Drive** makes that routing information public in real time to would-be passengers, allowing people to see a much broader range of available 'bus' routes, and jump in and out for varying portions of a journey. People may link together multiple private journeys, to get to where they are going – **Drive** offers real-time route finding and optimisation.

Think of the **Drive** driver as a temporary Uber driver, who doesn't have to leave their pre-planned route. The passengers, like in an Uber pool, jump in and out, and get paired up at random. **Unlike Uber, however, the passengers aren't prioritised, the driver is.** And the driver is just someone going about their daily business.

Driving Change thinks there is a lot of potential in this space, but also a lot to think about, including incentives, how notifications work, booking in advance, re-routing around traffic jams, individual transport preferences, safety, etc. These are just some examples of the complexity of this space. *Driving Change* are excited to see innovations for **Drive** – *the future of public transport*.

That's the brief. *Driving Change* is specifically looking for innovation – across user experience, technology, design, and concept. As a UX consulting firm – the rest is on you.

Engage in a UCD UX process to research – define – design the *Drive* app.

This assessment will track your progress through to completion and evaluation of a high-fidelity prototype.

Part A: 10%

Basic Required Deliverables:

- A thorough description of **Drive**. *What are your innovations?* (up to 2 pages, may include illustrations, etc.)
- 4 user personas
- 15 user stories
- 3 low-level app prototypes (quick sketches), *at least* 3 layers deep. (These can be annotated to confer additional information).
- Report on your UCD process. What did your process look like? Include details of what informed your designs. Justify your favourite design. (Up to 2 pages).

Marking breakdown for Part A:

- 20% basic description of your take on **Drive**
- 15% Personas
- 15% User Stories
- 15% Prototypes
- 25% Report
- 10% Bonus:
 - o Theory – how are you applying theory, from the lectures, to your work?
 - o Narrative – how are you bringing everything together? How do ideas flow between your deliverables? Why are you doing those deliverables?
 - o What new technologies are you thinking about?
 - o How did you develop your personas and user stories? How did you learn about your users?!

Part B: 10%

Required Deliverables:

- A journey map (for 2 classes of users). (This is not a map showing a geographical 'journey' from A->B).
- A high-fidelity app prototype. Pick your favourite design, make it look high-fidelity and polished
- Update report on your UCD process, design decisions, etc. (Up to 2 pages. Be succinct. Your design can continue to evolve with your thinking. If it has evolved, tell us what has changed since *Part A*).

Marking breakdown for Part B:

- 30% Journey Map
- 30% High-fidelity prototype
- 30% Report
- 10% Quality and Innovation:
 - o Theory
 - o Narrative flow across the deliverables – how do they tie together?
 - o Consistent visual and language style across deliverables – should be clearly one coherent project!

- Going above and beyond

Part C: 5%

- Presentation. Present the app and outline your UCD process. Remember: your app is a specific interpretation of the brief – make sure we understand the nuance and detail of your take on **Drive**. (15 minutes).

Part D: 10%

- *Evaluation of a prototype.*
- *Strategy for assessing quality of your own prototype*
- *More to follow!*

This assignment brief leaves room for you to explore user needs, pain points, desired features, interaction opportunities, etc. We are looking for you to engage, innovate, and THINK.

IMPORTANT: If you enjoy UX and think it might be of interest to you, use this coursework as an opportunity to develop a portfolio.