

User Interface Design & Evaluation

Course Project

With completing this project students will apply their gained experience during the course.

Students will receive credits on the successful completion of the final project.

Project Instructions:

For the final project get into groups of **four**, please. You may choose your teammates freely. This can be anyone from UIDE course group 1 or 2.

After you chosen your team members go to one of the assistants and tell her your team members (you will get a group number assigned for your project).

The project consists of two parts (1) a report were students reflect and show that they have understood the core principles of the User-Centered Design process in regard to User Interface Development & Evaluation (40% credits); and (2) a presentation of the chosen UI (40% credits).

Students need to submit:

- (a) the report,
- (b) the presentation (pdf, pptx or optional video) and
- (c) UI material (this can be in form of a .zip file)

Project Brief:

Assume that you have all been brought in by a major media company in Shenzhen to help solve some problems they have been having with their media content. The media company can be either a TV station, Radio station, Cinema chain or Newspaper. People from around the world are visiting their website/using their app to see videos, movies, listen to music etc but their website/app is very old and can only display limited content. They want you to help them to make their content more available and more interactive.

Here is some known information about the media company provided by staff and excerpts from visitor feedback:

- The media contents are hard to find there is no search; images or videos are in a single automatic slider with no control; so visitors have to wait for an image to appear and they can not see which content they've already watched
- Visitors can not see what's new or newest content
- Fonts are very small and language support is limited;
- The media company would also like to use a subscription service to charge for content but so far people have to write down the item number of a video or movie and then order it on a different website/app
- Visitors can not bookmark articles or videos to watch and share on social media

Structure of the Report:

1. App/Website/UI name
2. Group No & member ID's
3. State the Single Statement of Need (SSON) (2-3 sentences)
4. First step: Who are your users? List them!
5. List requirements for your App/Website/UI & divide them into types (we talked about two main types in lectures)
6. Develop at least 4 Personas and list them (each team member should pick a persona from a user group).
7. Discuss and pick one of the personas as primary Persona (indicate this by a '*' next to the name of the persona; discuss this with your team. There should be a good reason why you choose this Persona over the others)
8. Now write at a **problem scenario** that describes how people would use the media platform in the current situation, **without the system that you are proposing**. This might involve non-technological means, support from older technologies, a combination of technologies etc. Remember, this scenario not called problem scenario because there is necessarily a problem. It is just a description of the problem domain. So, you write a story how a user (your persona) would use the system at the current state.
9. Now re-write the scenario as an **activity scenario** (again in relation to your persona(s)) – introducing the system you are proposing, but only mentioning it at the level of the whole activity, not the specifics of how the user will interact with it. You can mention technology; however, you should not be mentioning specific button presses, gestures or other interaction styles.
10. Include a use-case table for requirements & appropriate use cases (see lecture slides)

Important! Do all the above steps before you go and develop the App/Website/UI!

11. **Prototype:** Show a screenshot of your proposed UI (only one picture is enough as the presentation should show the rest)
12. Perform a hierarchical task analysis on the proposed App/Website/UI in form of a HTA diagram for two tasks to be done in relation to the current state above (using your UI etc).
13. **Evaluation 1:** Use Nielsen's heuristics to see if you discovered any problems with your UI design; you may not need all of them (as some may not apply) but list all that apply in a table showing what you found; usually people always find some issues in the first iteration; (table: <heuristic><evaluation result>)
14. **Evaluation 2:** Pick a student from another team & perform a think aloud study on him or her using your website/app/UI; choose two tasks and let him or her do it without help; make a table and note down any issues:
<step> <comments> <result>
15. What did you learn? (2-3 sentences)

Structure & Info for the Presentation:

- 1) Time here is critical! You will only have **4 minutes** maximum for your presentation!
- 2) **YOU WILL BE STOPPED IF YOU TAKE LONGER & (may lose credits)!**
- 3) So, practice first and time yourself! Each team member can speak or alternatively only one person presents your work.
- 4) You can also make a video but: The video must also explain the UI in **4 minutes** and you still need to present! Meaning we can play the video, but you need to talk and describe what is going on.
- 5) Include your group number on the first slide.

Your talk should have the form of:

“Hello, we are group **X**”

“Our App/Website/UI is called **Y**. It is an App/Website/UI that can /

that you can use for **Z**.”

Show the rest of the UI (how the user can perform the tasks to cover the issues the media company above has).

Nothing else needs to be in the presentation only the App/Website/UI.

Everything else goes into the report.

Development info

Do **not** use an existing UI etc. you need to create your own! Do **not** use the same as another group as copies result in losing the credits.

However, you do **NOT** need to code it. It does not need to be a fully functional App/Website/UI. You may use, PowerPoint or existing free prototyping tools available on the web to do this. No coding needed.