

Principles of UX Design

Assignment- 45%

The aim of this activity is to allow learners to apply the UXD concepts learnt in the module by designing and evaluating of a website. This is an **individual** assignment. There are two components.

Part 1: Heuristic Evaluation and Usability Evaluation of Website (15%)

Tutor will release the link to a target website during class. You will be conducting a Heuristic Evaluation of the website and observing a usability evaluation (video link will be provided during class). You will be completing a Heuristic report & Usability Evaluation Findings and Recommendations report **in class**.

Part 2: Design an interactive prototype for a hotel website. (30%)

You will be responsible for creating

- A static wireframe home page
- At least 2 other interactive webpages to
 - describe the rooms and facilities of a hotel
 - provide an online form for booking facilities or making general enquiries

Assignment requirements

The wireframe home page should use placeholders for any image or logo, and provide clear titles, headings and text paragraphs instead of placeholder text. You can draw on paper or use any digital tool of your preference to create the wireframe, but the submission must be in PDF format.

The interactive webpages will be integrated to form a website. You can include your wireframe home page as the launch page but it will not count towards the 2-page minimum requirement.

You are to only use either Adobe XD or Figma to create the interactive webpages. Export your wireframes and interactive webpages as **PDF** and submit them to Brightspace LMS by **16 Jan 2023, 0900 hrs**.

The focus is on the UX design and application of UXD concepts.

Reference your design based on the provided description of the hotel.

Hotel N15

Hotel N15 started operation in March 2019 and prides itself as the premier choice for business travelers and young couples looking for a quiet hotel with great food options. To improve the occupancy rates, Hotel N15 gives a 10% loyalty discount to repeat guests. It also has a special staycation package to attract couples to relax at the hotel with spa services and fine dining.

In conjunction with the five-year anniversary of the hotel in March 2024, a promotional discount rate of 15% would be given to any two or more nights stay at the hotel from December 2023 to March 2024.

The hotel has 2 ballrooms (Jade Hall and Pearl Hall) and 2 function rooms (Oak room and Pine room) for various corporate events. The 2 ballrooms are of equal size and each can hold 25 tables. Each table can accommodate 10 guests. The 2 ballrooms can be combined to form a single large ballroom. The capacity for Oak room is 5 tables while the Pine room is smaller at 2 tables. The furniture in the ballrooms and function rooms can be reconfigured to suit various settings such as birthday parties, weddings, business retreat or product launches.

The hotel offers three room types - deluxe, luxury, and suite. The corresponding room rates are \$250, \$400 and \$900 respectively. The size of the rooms are 33 sqm, 35 sqm and 55 sqm respectively. All rooms have free wifi access and are non-smoking rooms. The check-in time is 3 pm and check-out time is 12 noon.

A rain shower, desk, safe, minibar and cable TV is available in all rooms. The deluxe rooms have either a king bed or 2 twin beds while the luxury rooms have a king bed, balcony and an additional bathtub. The suite offers generous space for work and play. It has a king bed, balcony, bathtub and a separate living area with a sofa bed to accommodate more guests.

Hotel N15 wishes to redesign its website to support its marketing efforts for the anniversary in March 2024.

Schedule of activities/milestones

Week	Activities/Milestones	Submission
9	Complete paper/digital (static) wireframe of home pages for tutor's interim review	Not required at this point
12	Complete paper/digital (static) wireframe of 2 webpages for tutor's interim review	Not required at this point
13	Conduct Heuristic Evaluation and Usability Evaluation of website in class	Usability Evaluation Report (15%)
14	Submission of HOTEL Assignment (completed 1 wireframe home page and at least 2 other interactive web pages)	Interactive Prototype (30%) Prototype to be completed and submitted by 16 Jan 2023 Tutor will allocate the timeslot for review (to be done in class)

Assessment criteria

Criteria
<u>For Week 13 (15%)</u>
Heuristic Evaluation and Usability Evaluation of Website: Findings & Recommendation of a "Live" website <ul style="list-style-type: none">• Correctly identified the violation of heuristic and appropriate recommendations.
<u>For Week 14 (30%)</u>
Content organization and structure (Home page) (10%)
Content organization and structure (Interactive pages) (10%) Interactions (10%) <ul style="list-style-type: none">• Effective navigation system• Appropriate Interaction styles• Constructive feedback• Error prevention

Detailed Rubrics for Individual Prototype (30%)

Week 14 : Wireframe (10%)					
Criteria	Excellent (A)	Good (B)	Satisfactory (C)	Needs Improvement (D)	Unsatisfactory (F)
Wireframe (Home Page)	<ul style="list-style-type: none"> - Appropriate placeholders are used. - Concise titles/menu - Effective and appropriate whitespace is provided - Appropriate amount of content is defined - Provided clear call to actions to all target users - Demonstrated clear and effective visual hierarchy of content 	<ul style="list-style-type: none"> - Appropriate placeholders are used. - Concise title/menu - Appropriate whitespace is provided - Appropriate amount of content is defined. - Provided clear call to actions most target users - Demonstrated clear visual hierarchy of content 	<ul style="list-style-type: none"> - Appropriate placeholders are used. - Unclear title/menu - Some whitespace is provided - Too much/too little relevant content - Provided some call to actions - Demonstrated some visual hierarchy of content 	<ul style="list-style-type: none"> - Did not use appropriate placeholders - Unclear title/menu - Lack of whitespace - Too much/too little relevant content - Did not provide appropriate call to actions - Did not show visual hierarchy of content 	<ul style="list-style-type: none"> - Did not use appropriate placeholders - No title/menu - Lack of whitespace - Irrelevant content - Did not provide appropriate call to actions - Haphazard content layout. - Incomplete work

Week 14 : Interactive Prototype (20%)					
Criteria	Excellent (A)	Good (B)	Satisfactory (C)	Needs Improvement (D)	Unsatisfactory (F)
Content Organisation & Structure (10%)	<ul style="list-style-type: none"> - Consistent content layout - Concise titles/menu - Appropriate whitespace is provided - Appropriate amount of content is defined. - Priority and importance/purpose of content are clearly designed - Appropriate form fields based on consideration of both business needs and users' needs/ capability. - Appropriate alignment and organisation of form fields 	<ul style="list-style-type: none"> - Consistent content layout - Concise title/menu - Appropriate whitespace is provided - Appropriate amount of content is defined. - Appropriate form fields based on consideration of both business needs and users' needs/ capability. 	<ul style="list-style-type: none"> - Inconsistent content layout - Unclear title/menu - Appropriate whitespace is provided - Too much/too little relevant content - Little consideration on users' needs/ capability on the form fields used. 	<ul style="list-style-type: none"> - Inconsistent content layout - Unclear title/menu - Lack of whitespace - Lack of relevant content - Lack of appropriate form fields 	<ul style="list-style-type: none"> - Incomplete work - No title/menu - Lack of whitespace - Irrelevant content - Haphazard content layout.
Interactions (10%)	<ul style="list-style-type: none"> - Navigation: have an intuitive and informative global navigation; users know the location where they are inside your website and can easily access resources available within. - Design: Appropriate interactions are used - Consistent professional look and feel (including typography, colour, icons/logo used) which intuitively express the purpose of the interaction 	<ul style="list-style-type: none"> - Navigation: have an informative global navigation; users know the location where they are inside your website and can access resources available within. - Design: Appropriate interactions are used - Consistent look and feel (including typography, colour, icons/logo used) with good layout 	<ul style="list-style-type: none"> - Navigation: have a global navigation; users can access resources available within. - Design: Appropriate interactions are used - Consistent look and feel (including typography, colour, icons/logo used) with simple layout to categorize content 	<ul style="list-style-type: none"> - Navigation: have a global navigation at least can be used to access important content available in the website - Design: Some inappropriate interactions are used (eg. Incorrectly mapped controls, misleading interactive elements) - Minimum styling and content are of poor 	<ul style="list-style-type: none"> - Navigation: Does not have a global navigation. - Design: Inappropriate interactions are used (eg. Incorrectly mapped controls, misleading interactive elements)

	<ul style="list-style-type: none"> - High readability (e.g. good/resizable font size and colour consideration); intuitive interaction to access features available - Feedback provided for all interaction - Comprehensive error prevention in most interactions 	<ul style="list-style-type: none"> - High readability (e.g. good font size and colour consideration); intuitive interaction to access features available - Feedback provided for all interaction - Error prevention provided in key interactions 	<ul style="list-style-type: none"> - Most of the content are of good readability (e.g. good font size and colour consideration); with some interactive interaction features. - Feedback provided for key interaction - Error prevention provided in key interactions 	<p>readability</p> <ul style="list-style-type: none"> - Limited feedback - Limited error prevention 	<ul style="list-style-type: none"> - No observable styling and content are of poor readability - Elements is presented with no styling, and with haphazard appearance - No feedback or error prevention features
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