**CSC349 Coursework:**

**User Experience Design Process**

*Coursework Due: Wednesday 3rd May by 11.00am on Blackboard*

*Greenlighting proposals: Tuesday 21st March in the practical slot*

*Any questions to s.c.lindsay@swansea.ac.uk*

**Coursework Aims:** *To give you an opportunity to practice skills developed around UX design work; to make you understand the practical challenges associated with documenting design; to familiarise you with directing a UX team; to give you a chance to outline a full design process*

**Coursework Brief**

**Scenario**

Imagine for this work that you are a member of a Wales-based, design focused technology company that is trying to devise a new product, service, or area to explore in their business. To do this, you have been told to look at a local organising and advocacy website [www.voaleyes.org](http://www.voaleyes.org) and select an idea there that you can work on and develop.

You have access to a reasonably large amount of technical expertise and financial backing to the extent that they are not a factor in any reasonable project (for an idea of scale, you can’t build a space station but you could design a new smartphone). The innovativeness of the idea you come up with will be assessed so think about this carefully.

**Greenlighting**

Your design process will start with greenlighting the idea for a new product. You will need to create an evidence base for this greenlighting design process (capture the design work you do) and present a clear idea for the work you will do in the future and the UX you are targeting with the product.

*The greenlighting process will need to be presented in class on Tuesday the 21st of March*

*However, it will not be graded – you are only to get feedback at this stage*

**Scoping Work and Input Into Design**

The full process should make use of at least 1 of the techniques outlined from the first Scoping stages of the design process that we have discussed in lectures. You may also make use of evaluation techniques in reference to competing systems or products for this part of the work. You will be assessed on how you structure these techniques and how you document the process of design you engage in.

**UX Design Process**

Once greenlit, you will also need to assemble a ‘UX team’ to work on the process you outlined to develop your idea (making use of the design techniques outlined in lectures and in practical’s).

Your submission is individual but you should arrange at least an hour with a team of at least three students where you can make use of them as you see fit to evaluate your idea, contribute their own thoughts or do anything else you feel will be useful.

**Final Design**

The final design you settle on will need to be presented in some way in your submission. You should feel free to negotiate what this looks like with me as this is one of the core challenges of this design work. For this, you will need to need to decide for yourself how you are going to solve problems like:

* How can I convey the design of this product?
* How can I show that it is unique and/or desirable
* How can I get across what *experiences* people will have using this product?

In addition, you will be graded on the quality of the design and how well it elicits the experience you say that it will (for example, if you build a product that’s meant to help people relax during the day but reminds them to relax by setting off a loud alarm, you will not score well on this section!).

The design will also be assessed on its novelty – how different is it to the current state-of-the-art (not necessarily commercial viability though). It does not have to be unique, but it needs to be clearly distinguished from competitors in the market with a Unique Selling Point (USP).

For this final submission, you will need:

* An overall design suitable for general managers in a company to sign off on (2 pages of text plus images/video as you see fit)
* Documentation of the UX design process that you engage in and justification for the choices of technique or activity you made (approx. 6 pages plus images)

Create a clear format for presenting the design activities you engage in that, for each activity, shows the:

* + Technique – what technique or activity did you employ
  + Justification – why you chose this technique to do now as opposed to others
  + The process – what did you do step-by-step
  + Outcomes – how did your design change in light of the work done

**Hints**

* A key problem in this work is asking yourself how you will present your ideas and how you will show the UX you are targeting? Think about the techniques we have discussed in class and do your own reading in this area
* Group work is something you will need to organise – consider making use of your groups form the practical sessions for this
* Your submissions are individual – you are simply documenting the work of your group for your submission

**Mark Scheme (out of 30 marks total)**

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| **Scoping Work and Documentation (10 marks)** | |
| **Marks** | **Requirements** |
| *40-50%* | Poor documentation and unsuitable techniques chosen, no clear method, no evidence is provided of work with stakeholders or very limited evidence, no clear input for design process generated |
| *50-60%* | The student has chosen at least one techniques that is suitable, provided limited/unverifiable evidence of working with relevant stakeholders and attempted to generate some sort of input for the design process but fails to show the usefulness of the output |
| *60-70%* | The student has chosen two techniques that are suitable, provided some evidence of working with relevant stakeholders and attempted generated input for the design process |
| *70% +* | Abundant evidence that student has worked with several relevant stakeholders to make some decisions, gathered a wide range of insights into their project and shows how they altered their Greenlighting ideas in light of the evidence provided |

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| **UX Design Process (10 marks)** | |
| **Marks** | **Requirements** |
| *40-50%* | No group work, limited documentation of the design process using a limited number of techniques, no sense of iteration or improvements to ideas |
| *50-60%* | Limited group work with poorly chosen techniques, some documentation of the design process, at least some change in design concept shown, consideration only given to technical issues |
| *60-70%* | Good group work done, documented changes in the idea but not always useful or might miss clear opportunities to improve design, some discussion of UX with design |
| *70% +* | A range of appropriate methods have been used and documented and the student has found or designed their own method to gather information from a group of designers that goes beyond the content of the lectures, several insights into design space clearly highlighted in document, extensive UX discussion |

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| **UX Design Quality and Presentation (10 marks)** | |
| **Marks** | **Requirements** |
| *40-50%* | Reasonable pitch, innovative elements low or present but poorly shown, UX only hinted at  *For an example of how to think about this UX requirement, the design of a food-tracker app for weight loss considers that people want to lose weight and that is why they will want the device but does not go beyond this* |
| *50-60%* | Generally strong pitch with a clear consideration for overall UX of design, idea presented is novel and it is difficult to find a competing product that offers the same UX but with some weaknesses  *For an example of how to think about this UX requirement, the design of a food-tracker app for weight loss considers that people want to lose weight and struggle with discipline but does not go beyond this* |
| *60-70%* | Strong pitch, clear focus on UX and not technical considerations, clearly captured using a range of approaches/mediums, the product is clearly differentiated from competitors presented using a variety of suitable techniques  *For an example of how to think about this UX requirement, the design of a food-tracker app for weight loss considers that people want to lose weight but struggle with discipline and offers specific techniques to support people being more disciplined* |
| *70% +* | Novel design that prioritises detailed UX (not just that the device makes you feel good in general, but how sub-components of it are tailored to specific experiences) well positioned in the market with a clear picture of the product to be built – to put this another way, your marker should would invest in this product  *For an example of how to think about this UX requirement, the design of a food-tracker app for weight loss considers that people want to lose weight but struggle with discipline and offers specific techniques to support people in this issue but goes beyond this and looks at each specific functions in the device as well like the act of entering meal-data being boring and looks to improve each of them in some way* |