PIMP YOUR CURRICULUM!

How does design, communication and interaction connect?

We want you to work with many of the tools that you have already been introduced to during the 1st semester relating to design, communication and interaction. Your task - and your learning - will focus on the interrelationship between these different topics/disciplines. We want you to realize how everything connects and how they are all interdependent.

Your task is to transform the **MMD CURRICULUM** into an appealing, dynamic and interesting website! It seems to be a simple and hopefully manageable assignment - but you will have to work a lot to achieve a well-considered and durable solution.

TASKS:

- Make a communication plan (where you appoint target group, message etc.)
- Read the curriculum and agree on what part of the content you will need to present on your site (this will be dependent on your communication plan; who is it for? what do you want to achieve?)
- Consider how you want to "chunk" the information (what info belongs together and how should it be divided into "information nodes" ("stuff" that can be presented on one (sub) page)
- Consider how you want to order it hierarchically (which information is most important? what should your users see first and how should they "work their way" through the information?)
- Build a navigation system (using a new user test: Card sorting - as well as your own considerations)
- Present it in a flow chart
- Build wireframes of all pages, indicating where content and navigation should be located.
- Decide on - and develop a "functional" design that uses all the rules about "good design" you have learned during 1st semester, such as gestalt laws, contrasts, colours, typefaces etc. in order to add clarity to the navigation and usability of your site.
- Make an Expert Review (with the teachers as experts) to evaluate your first iteration.
- Make a Bipolar Emotional Response Test (BERT) to evaluate your design.
- Program the site using relevant programming tools controlling both structure and design. (Details about the actual programming will be provided within lectures…)
- Conduct a Think aloud test and improve it according to your test-findings.

The assignment is iterative, meaning that you will have to redo your work several times.
- 1st iteration should be built by the aid of a card-sorting test.
- 2nd iteration should be made by the aid of an Expert Review and a BERT test
- 3rd and final iteration should be made by the aid of a final usability (think aloud) test.

GROUPS:

You will have to work in groups (self-appointed, 3-6 members)
Since it is a relatively short assignment, you do not have to hand in a collaboration agreement.

HAND INS:

- **05.02.01 wireframes**. A hand in, where you show the flowchart and the wireframes (mainly developed to show location of content and functionality (navigation) on your web pages) you have developed, based upon the results from your card-sorting test
  Feedback: A/NA on Fronter.

- **05.02.02 1st iteration.** The first draft of your curriculum website, where you have implemented the site structure revealed and decided upon after your card-sorting test. You have programmed it and made some kind of initiating design. The design is not primarily going to be tested within the Expert review**.**
  Feedback: Oral feedback on the spot

- **05.02.03 Style tiles.** A more reflected attempt on your final design, where you use style tiles to show connection between the design and the functionality (style tiles could be looked as a "wireframes with design") your style tiles are going to be used for the BERT test. Make preferable a few, different versions of your design. That will make it easier for you to conduct the BERT test and to pick and decide on your final design.
  Feedback A/NA on Fronter.

- **05.02.04 2nd iteration.** Second attempt on your curriculum site, where you have structured, programmed and designed it according to your previous test results. This version of your site is going to be used for your think aloud test.
  Feedback: Results from your think aloud tests

- **05.02.05 process documentation - user test log**. A process documentation paper, where you explain about the different user tests you have made and how they contributed to your work - how you have used results from the tests to improve on your curriculum site - as well as some overall communicative considerations. Look for details further down.
  Feedback: short, written feedback on Fronter.

- **05.02.06 3rd Final iteration.** The final curriculum website you are going to present on the final presentation day.
  Feedback: oral on the spot.

TECHNICAL REQUIREMENTS

- Suitable parts of the curriculum must be structured into, and fetched from an external JSON file
- The site can consist of multiple html pages (unlike the Petrograd assignment)

- Semantic markup, structured CSS and taking JavaScript as far as you can are all equally important parts. Challenge yourselves, and think about how to use these technologies to improve the UI and UX
- Use git / github daily, to make sure that all members can access the code at any time
- The CSS should reflect the responsive layout and graphical design as documented in the design documentation (e.g. your wire frames and style tiles).
- Your final hand-in must be in the form of a "github page", a feature not yet covered.

PROCESS DOCUMENTATION - USER TEST LOG

We would like you to make a User test log, where you write down all you considerations about the four different tests you are going to work with.

Content of the process documentation:

1. General considerations

As always, it is impossible to plan, design and execute targeted communication without knowing about the communication situation. Therefore, you should do some research to establish an overview. Use obtained skills from previous semester to get this.

- Make a communication plan.
  - Decide upon a target audience and describe them (personas).
  - Make a suggested customer journey (the way you could imagine your customers/users would interact with your curriculum site)

2. Card sorting test

- Write down all considerations about how you have labelled your cards: how did you chunk the curriculum - and why? Did you plan an open or closed test? - and why?
- A description of how you conducted the card sorting test (how many people did you use for the test? Did they do it one by one or did they co-work and discuss while taking it? How many people did you use? (are they a part of the target group?) etc.)
- Pictures of the different solutions
- Analysis and discussions leading to your final flowchart that should also be included

3. Expert review

- What did the experts say (take notes while being reviewed and present the notes here)
- What did you conclude from the review? What did you decide to change? Show screen dumps and describe the different flaws and errors that were identified.
- Explain how you want to change the site and explain why your changes will improve the site.
- Show the changes. (e.g. screen dumps)

4. BERT

- Make sure that you have a screen dump of your index page (should be used for the test)
- Make a set of constructs - and argue for them: Why have you picked them? What are you going to gain from the test?

- Make an "ideal interpretation" of your index page mock up. You can use this to identify differences between your "visual ambition" and the way your target group interprets it and thereby clarify which changes you need to make.
- Describe the test: How many test persons? Who (in relation to your target group)? And how?
- Show an approved version of your design. Describe what you have changed - and why (according to the results from your BERT)

5. Think aloud test

- Write tasks and justify them (what do you assume might be problematic about your site - and what tasks are your respondents (test persons) going to try solving in order to expose your suspicion?)
- Again: Describe the test - who? - how many? - how?
- Take notes/video to document our test.
- Show results and conclusions from the test. Use e.g. quotes from your respondents to back up your conclusions.
- Show identified problems (e.g. navigation structure, misleading graphics, badly displayed text etc.) Explain why they disturb /disrupt the usability.
- Show improvements and explain why they will enhance the usability.

HAVE FUN!