

## HCI F16

### Individual Assignment 1 (IA1)

#### Overview

5 Point Individual Assignment

Due by 5:00 pm Friday 9/9

Late submissions accepted until 5:00 pm Saturday 9/10 for a 50% reduction

#### Learning Objective

This assignment satisfies learning objective 2 (LO2) as specified in the syllabus. You will apply the concepts learned in the course to critically evaluate an existing computer interface.

#### Materials

Please read Norman Chapters 1, 2, 3, and 4 carefully before attempting this assignment.

#### Description

Select one computer interface that you have never used before or that you occasionally use (i.e., at most once a month). Do not select an interface that you use regularly (daily or weekly) or that you know very well. The interface can be an interactive website (e.g., [www.amazon.com](http://www.amazon.com)), a desktop application (e.g., Photoshop), or a tablet/phone app (e.g., Delta mobile app).

**Evaluate the interface with respect to the following five principles of interface design: conceptual model, discoverability, feedback, mappings, and constraints. Do you note any gulfs in terms of execution or evaluation? It is important that you use the terminology covered in the readings/class when you write your report.**

You should try to put yourself in the shoes of a new user with limited computer experience when evaluating the interface. Think about the most fundamental tasks a new user would want to perform and then analyze how well the interface supports successful completion of those tasks with respect to the five aforementioned principles.

You might want to focus on the interface as a whole (for simple interfaces). For complex interfaces, you might want to focus on a subset of the interface. In either case, be sure to clearly describe what was done in the report.

#### Deliverables

Please write a short 1-2<sup>1</sup> page report on your evaluation. Your report should focus on (a) brief description of the interface, the services it provides, and a link (if available), (b) list of major usability problems, (c) discussion of how each problem is linked to one or more of the five principles listed above, and (d) your suggestions for improving the interface based on design principles. **Strengthen your arguments with annotated screenshots of the interface.** Be sure

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<sup>1</sup> A page should be: (a) on 8.5 x 11 paper with 1 inch margins on all sides, (b) single spaced, (c) with 12 pt. typeface, and (d) one blank line between paragraphs. Images, tables, and reference lists do not count towards page length. These page limits are only rough guidelines. Take as much space as needed to effectively communicate your ideas (within reason of course).

that your screenshots are of the highest quality (i.e., any text on the screenshot should be visible without much effort).

Please submit your report on the Sakai page under Individual Assignment 1. If you encounter any problems during the submission process please e-mail the TA or instructor immediately.

### Scoring Rubric

The scoring rubric is based on the Kentucky General Scoring Rubric, Kentucky Department of Education (KDE). See below.

Points	Requirements
5	<ul style="list-style-type: none"><li>• All tasks required by the assignment have been thoroughly completed.</li><li>• The student demonstrates <i>in-depth</i> understanding of the five principles of interface design.</li><li>• The student includes <i>insightful</i> arguments about the strengths, weaknesses, and potential improvements of the interface.</li></ul>
4	<ul style="list-style-type: none"><li>• All tasks required by the assignment have been completed.</li><li>• The student demonstrates understanding of the five principles of interface design.</li><li>• The student provides basic arguments about the strengths and weaknesses of the interface</li></ul>
3	<ul style="list-style-type: none"><li>• All tasks required by the assignment have been completed</li><li>• The student demonstrates some understanding of the five principles of interface design, but some major concepts still lacking.</li><li>• The student does not provide a substantial argument and only lists strengths, weaknesses, and improvements.</li></ul>
1-2	<ul style="list-style-type: none"><li>• Some tasks required by the assignment have been completed.</li><li>• The student fails to demonstrate substantial understanding of the material.</li></ul>
0	<ul style="list-style-type: none"><li>• No submission or submitted after the “late” deadline.</li></ul>