

CI5330 User-Centred Design

Evaluation Coursework 45%

This is in two related parts A worth 70/100 and B worth 30/100

Specification Part A (70/100 marks)

Learning Outcomes

Research and analyse user markets, environments and/or domains	Evaluation CW
Research and analyse user behaviour, practices and needs	Evaluation CW
Select appropriate methodologies for the evaluation of HCI systems	Evaluation CW
Demonstrate an understanding of the use of cognitive modelling techniques and their use in HCI	Evaluation CW

Aims

- To compare the Interaction Design of a newspaper site and its provision on mobile/tablet/desktop web browser with a paper version.
- To consider how existing designs do and can further benefit from utilising Interaction Design principles.

What you need to do

Choose a newspaper and ensure that you have access to a paper and online version and then create a report for part A that follows the brief below. Your report should not exceed 2500 words. You need to provide both citations and references using Harvard style.

The report should be supplied as a word document uploaded into the Module in Canvas before the deadline of 23:59 on the 14th of December 2018.

The Brief

A. Business context (10 marks)

- Analyse the potential customer base of the newspaper using a structured approach (e.g. Business Model Canvas)

B. User Experience and Usability (15 marks)

- Explain the difference between user experience and usability
- Develop a set of questions for each (user experience and usability) and evaluate the case (paper and online, separately) using these principles?
- What improvements could be made to the online version?

C. Conceptual models (15 marks)

- What are the concepts and metaphors used to underpin the design of the online version?
- What are the benefits and limitations?

D. Mental Models (Cognitive Modelling) (15 marks)

- What is the mental model that the users have of the online product?
- Can you identify a better model?

E. Interaction Design Principles (15 marks)

- What can you learn from your research (A-D above) that allows you to utilise Interaction Design principles?

Component of assessment and criteria	A	B	C	D	F
Business context (10 marks) Assessment is based on the quality of the analysis in the context of the chosen sector (e.g. online newspapers)	A taught model has been used to examine the customer base. The value offered to different segments of its customer base has been identified. The model has been critically appraised. There is reference to appropriate reading.	A taught model has been used to examine the customer base. The value offered to different segments of its customer base has been identified. There is reference to appropriate reading.	A taught model has been used to examine the customer base. The value offered to different segments of its customer base has been identified.	A model has been used to examine the customer base.	Fails to meet minimum requirements.
User Experience and Usability (15 marks) Assessment is based on the quality of development of an evaluation framework using the principles of usability and user	Both Usability and User Experience have been defined with reference to reading. A structured approach has been used with	Both Usability and User Experience have been defined. A structured approach has been used with questions to	Both Usability and User Experience have been defined. An approach has been used to evaluate the case.	Both Usability and User Experience have been poorly defined.	Fails to meet minimum requirements.

experience, respectively, as learnt in the module	questions to evaluate the case. Suggested improvements to the online version are clearly identified and argued for.	evaluate the case. Suggested improvements to the online version are clearly identified.			
Conceptual models (15 marks) Competence in identifying the use of conceptual models to explore the design of the online versions, including the considerations of the benefits and limitations	Conceptual models are identified for the online version (links to the paper version, if appropriate, are made). Benefits and limitations are noted for each. The concepts and metaphors are critiqued with reference to reading.	A conceptual model is identified for the online version. Benefits and limitations are noted for each. The concepts and metaphors are critiqued.	A conceptual model is stated that link to the case. Benefits and limitations are noted for each.	A conceptual model is considered, but not clearly linked to the case.	Fails to meet minimum requirements.
Mental Models (Cognitive Modelling) (15 marks)	An underpinning mental model of the online	An underpinning mental model of the online	An underpinning mental model of the online	An underpinning mental model of the online	Fails to meet minimum requirements.

<p>Competence in considering and analyzing cognitive modelling and critiquing the mental model that the users have of the online product Proposing a better model based on the critique made</p>	<p>version is identified. It is evaluated in terms of how close it is the actual artefact for more than one segment of its audience. Suggestions for improvements are made for each segment. There is reference to reading.</p>	<p>version is identified. It is evaluated in terms of how close it is the actual artefact for one segment of its audience. Suggestions for improvements are made for a segment.</p>	<p>version is identified. A relationship is shown to the actual artefact. Suggestions for improvements are made.</p>	<p>version is identified.</p>	
<p>Principles of Design (15 marks) What can you learn from your research above that allows you to utilise the principles of Interaction Design?</p>	<p>Using your answers to A-D plan a redesign of the online newspaper; demonstrate an excellent command of the established Interaction Design principles; you will deliver a structure of the</p>	<p>Using your answers to A-D plan a redesign of the online newspaper; demonstrate a very good command of the established Interaction Design principles; you will deliver a structure of the</p>	<p>Using your answers to A-D plan a redesign of the online newspaper; demonstrate a good command of the established Interaction Design principles; you will deliver a structure of the</p>	<p>Using your answers to A-D plan a redesign of the online newspaper; demonstrate an adequate command of the established Interaction Design principles; you will deliver a structure of the</p>	<p>Fails to meet minimum requirements.</p>

	interface in the form of a wireframe sketch and an excellent, well argued rationale for creating this particular new design	interface in the form of a wireframe sketch and an appropriate rationale for creating this particular new design	interface in the form of a wireframe sketch and a good rationale for creating this particular new design	interface in the form of a wireframe sketch and an adequate rationale for creating this particular new design	
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Plagiarism and Academic Misconduct

For detailed information see the following document:

ACADEMIC REGULATIONS 6: Academic Misconduct Cheating in Assessment

<https://mykingston.kingston.ac.uk/myuni/academicregulations/>