
Coursework commentary

2017–2018

CO3348 Interaction design

Coursework assignment 1

General remarks

This coursework assignment required students to consider a technology service similar to ones that many would be familiar with (music streaming) but a version that they are less likely to be familiar with (high-fidelity music streaming). They were to explore the current spectrum of available services and to consider what attributes of the services affected or were considered essential for a satisfactory user experience. The outcomes of their investigations and reflections were to be presented in a written report. Good answers demonstrated a scientific, objective approach to the question rather than an experiential subjective approach.

Comments on specific questions

Whilst there were some very good investigations reported in some submissions, the most common weaknesses were:

- Subjective comments with systems being assessed against a personal favourite service (often Spotify).
- Shallow use of Internet searches. In some cases students did not believe the need for an alternative service, so used “evidence” from Internet searches that supported their scepticism without balancing this with material that explained or supported the need for other types of services for other users.
- Gross generalisations about the technical competence or interest within the broad demographic. Several students seem to think that someone in their 50s is old and has no interest or competence in the use of technology.
- Submissions which were off topic, demonstrated limited ability to critique, lacked a conclusion, or were too short, were also marked down.
- Other general faults included use of informal style, poor structuring (i.e. poor use of sections and subsections), poor grammar/spelling, poor practice on citation and referencing.

Average submissions explored the growth in music streaming supported by improvements in the capabilities of the Internet. Better answers provided further evidence from the literature and Internet searches, with appropriate in-text citations and detailed references. Good answers extended this, including a review of various services, with reasoned analysis of publicly available data backed up with findings from the literature.

Outstanding answers showed that a rich spectrum of materials had been accessed and considered, and conclusions drawn from objective analysis. In detail, the students that achieved outstanding grades were also the students who had also comprehensively engaged with the concept of “beyond CD” quality