

Individual Assessment (24 June 2025)

Based on theory and exercises seen in class, please attempt the following assessment. This submission will count towards 10% of coursework. Marks for all assignments will be released at module end, with final project marks.

INSTRUCTIONS

Carefully read and follow the instructions in order:

Instructions:

- Attempt all questions and answer in your own words
- Use concise, structured responses and explain your reasoning
- **Submit answers and questions in a single Word or PDF document**

Estimated duration: 4 to 6 hours

Please treat this assessment as an examination (the lecturer cannot guide you on how to attempt it). If in doubt, state your assumptions.

SECTION A – Real-World Customer Engagement Challenge

1. Stakeholder Interview (mandatory first step)

Before anything else, speak directly with **either**:

- The owner/manager of a small-to-medium enterprise you know (friend, family, or professional contact) **or**
- A key decision-maker in an industry you currently work in

Record: the person's role, the organisation, and a concise summary of the conversation (max **300** words). Obtain explicit confirmation that the problem is current and significant. Tip: this should be a person you have direct and immediate to, i.e., don't lose time waiting to talk to someone!

2. Problem Definition

- Describe the organisation's **single, specific customer-engagement pain-point** uncovered in the interview
- Quantify its impact and explain why it matters **now**
- State any assumptions or constraints you must work within

SECTION B – Prototype

3. Prototype Build

Build a prototype (solution) that satisfies your stakeholder's requirements per the following:

- **Single-Page Application.** Develop a web app using a **single HTML file** containing embedded **CSS and JavaScript**.
- **Data Persistence with localStorage.** Store and retrieve all app data using **localStorage**.
- **Responsive UI/UX Design.** Implement a clean, **responsive interface** optimised for usability across devices.
- **Version Control and Deployment.** Use **GitHub** for version control and **GitHub Pages** for deployment, ensuring public accessibility, cross-browser compatibility, and a professional repository structure.

Feel free to implement any other approaches that add value to your solution.

SECTION C – Documentation & Reflection

4. Project Documentation

Answer **briefly** each of the following:

(a) User requirements

- Explain the business challenge (problem or opportunity)
- Describe specific user requirements relative to customer engagement
- Include a brief summary of the customer interview.

(b) Solution

- Describe your solution in 1 or 2 paragraphs
- Explain how it addresses the user requirements

(c) Screenshots

- Include screenshots

(d) Public link

- Public link (e.g., GitHub Pages)

SUBMISSION REQUIREMENTS

1. **Word/PDF Document:** Including all required answers and screenshots, including the link to the **GitHub Pages Link**, i.e., in this format:
<https://username.github.io/yourRepo/>

DEADLINE: Thursday 26 June 13:00

NB. The assignment is due in **two** days from the time it becomes available.

NB. Submit your GitHub Pages link and documentation in a single submission. Again, treat this exercise as an examination (the lecturer cannot guide you on how to attempt it).

Good luck! 🚀 ✨