

## Principles of UX Design

### Assignment- 45%

The aim of this activity is to allow learners to apply the UXD concepts learnt in the module by designing and evaluating of a website. This is an **individual** assignment. There are two components.

#### **Part 1: Heuristic Evaluation and Usability Evaluation of Website (15%)**

Tutor will release the link to a target website during class. You will be conducting a Heuristic Evaluation of the website and observing a usability evaluation (video link will be provided during class). You will be completing a Heuristic report & Usability Evaluation Findings and Recommendations report **in class**.

#### **Part 2: Design an interactive prototype for a hotel website. (30%)**

You will be responsible for creating **3 interactive webpages**:

- Homepage
- A page to describe the rooms and facilities of a hotel
- A page with an online form for booking facilities or making general enquiries

You are not required to make all elements on the webpage interactive. Only do so for the parts that are essential in the user's flow when achieving his goal on the page. Examples of interaction may include:

- Click on button to go to another page
- Scrolling down a page to view the content
- Hover/click to view dropdown list
- Click to view enlarged image

#### **Assignment requirements**

- The focus is on the UX design and application of UXD concepts.
- Reference your design based on the provided description of the hotel.
- Use relevant images/icons/logo according to your content.
- Titles, headings and text paragraphs are to be clearly indicated. Lorem ipsum is not acceptable.
- You are to use **Figma** to create the interactive webpages and export into PDF with the prototype link clearly indicated.
- Submit the PDF on Brightspace LMS by **28 Jan 2024, 2359 hrs**.

## Illumia Hotel

The Illumia Hotel started operation in June 2019 and prides itself as the premier choice for couples and families looking for a fun hotel with great food options. To improve the occupancy rates, the hotel gives a 10% loyalty discount to repeat guests. It also has a special staycation package to attract couples to relax at the hotel with spa services and fine dining.

In conjunction with the five-year anniversary of the hotel in June 2024, a promotional discount rate of 15% would be given to any two or more nights stay at the hotel from June 2024 to December 2024.

The hotel has 2 ballrooms (Alpine Hall and Wisteria Hall) and 2 function rooms (Marine Room and Oriental Room) for various corporate events. The 2 ballrooms are of equal size and each can hold 30 tables. Each table can accommodate 10 guests. The 2 ballrooms can be combined to form a single large ballroom. The capacity for Marine Room is 5 tables while the Oriental Room is smaller at 2 tables. The furniture in the ballrooms and function rooms can be reconfigured to suit various settings such as birthday parties, weddings, business retreat or product launches.

The hotel offers three room types - deluxe, luxury, and suite. The corresponding room rates are \$280, \$450 and \$1100 respectively. The size of the rooms are 32 sqm, 36 sqm and 58 sqm respectively. All rooms have free WIFI access and are non-smoking rooms. The check-in time is 3 pm and check-out time is 11am.

A rain shower, desk, safe, minibar and cable TV is available in all rooms. The deluxe rooms have either a king bed or 2 twin beds while the luxury rooms have a king bed, balcony and an additional bathtub. The suite offers generous space for work and play. It has a king bed, balcony, bathtub and a separate living area with a sofa bed to accommodate more guests.

**Illumia Hotel wishes to redesign its website to support its marketing efforts for the anniversary in June 2024.**

### Schedule of activities/milestones

Week	Activities/Milestones	Submission
9	Start low-fidelity prototype for tutor's interim review	Not required at this point
12	SDL: Usability Testing	
13	Conduct Heuristic Evaluation and Usability Evaluation of website in class	Usability Evaluation Report (15%)
15	Submission of HOTEL Assignment (completed all 3 webpages with interaction)	Interactive Prototype (30%)  <b>Prototype to be completed and submitted by 28 Jan 2024, 11.59pm.</b>

## **Assessment criteria**

Criteria
<b><u>For Week 13 (15%)</u></b> - Evaluation of "live" website during tutorial
Heuristic Evaluation and Usability Evaluation of Website: Findings & Recommendation of a "Live" website <ul style="list-style-type: none"><li>• Correctly identified the violation of heuristic and appropriate recommendations.</li></ul>
<b><u>For Week 15 (30%)</u></b> - Hotel Assignment
Content organization and structure (Interactive pages) (20%) Interactions (10%) <ul style="list-style-type: none"><li>• Effective navigation system</li><li>• Appropriate Interaction styles</li><li>• Constructive feedback</li><li>• Error prevention</li></ul>

## Detailed Rubrics for Individual Prototype (30%)

Week 15: Interactive Prototype					
Criteria	Excellent (A: 8 - 10)	Good (B: 7 - 7.5)	Satisfactory (C: 6 - 6.5)	Needs Improvement (D: 5 - 5.5)	Unsatisfactory (F: 0 - 4.5)
<b>Homepage</b> <b>(Content Organisation &amp; Structure)</b> <b>(10%)</b>	<ul style="list-style-type: none"> <li>- Appropriate images/icons/logo are used.</li> <li>- Concise titles/menu</li> <li>- Effective and appropriate whitespace is provided</li> <li>- Appropriate amount of content is defined</li> <li>- Provided clear call to actions to all target users</li> <li>- Demonstrated clear and effective visual hierarchy of content</li> <li>- Coherent explanation given in design decisions, based on UXD principles</li> </ul>	<ul style="list-style-type: none"> <li>- Appropriate images/icons/logo are used.</li> <li>- Concise title/menu</li> <li>- Appropriate whitespace is provided</li> <li>- Appropriate amount of content is defined.</li> <li>- Provided clear call to actions most target users</li> <li>- Demonstrated clear visual hierarchy of content</li> <li>- Reasonable explanation given in design decisions, based on UXD principles</li> </ul>	<ul style="list-style-type: none"> <li>- Appropriate images/icons/logo are used.</li> <li>- Unclear title/menu</li> <li>- Some whitespace is provided</li> <li>- Too much/too little relevant content</li> <li>- Provided some call to actions</li> <li>- Demonstrated some visual hierarchy of content</li> <li>- Limited explanation given in design decisions, based on UXD principles</li> </ul>	<ul style="list-style-type: none"> <li>- Did not use appropriate images/icons/logo.</li> <li>- Unclear title/menu</li> <li>- Lack of whitespace</li> <li>- Too much/too little relevant content</li> <li>- Did not provide appropriate call to actions</li> <li>- Did not show visual hierarchy of content</li> <li>- Weak explanation design decisions, based on UXD principles</li> </ul>	<ul style="list-style-type: none"> <li>- Did not use appropriate images/icons/logo.</li> <li>- No title/menu</li> <li>- Lack of whitespace</li> <li>- Irrelevant content</li> <li>- Did not provide appropriate call to actions</li> <li>- Haphazard content layout.</li> <li>- Incomplete work</li> <li>- Poor explanation design decisions, based on UXD principles</li> </ul>
<b>Sub-pages</b> <b>(Content Organisation &amp; Structure)</b> <b>(10%)</b>	<ul style="list-style-type: none"> <li>- Consistent content layout</li> <li>- Concise titles/menu</li> <li>- Appropriate whitespace is provided</li> <li>- Appropriate amount of content is defined.</li> <li>- Priority and importance/purpose of content are clearly designed</li> <li>- Appropriate form fields based on consideration of both business needs and users' needs/ capability.</li> <li>- Appropriate alignment and organisation of form fields</li> <li>- Coherent explanation given in design decisions, based on UXD principles</li> </ul>	<ul style="list-style-type: none"> <li>- Consistent content layout</li> <li>- Concise title/menu</li> <li>- Appropriate whitespace is provided</li> <li>- Appropriate amount of content is defined.</li> <li>- Appropriate form fields based on consideration of both business needs and users' needs/ capability.</li> <li>- Reasonable explanation given in design decisions, based on UXD principles</li> </ul>	<ul style="list-style-type: none"> <li>- Inconsistent content layout</li> <li>- Unclear title/menu</li> <li>- Appropriate whitespace is provided</li> <li>- Too much/too little relevant content</li> <li>- Little consideration on users' needs/ capability on the form fields used.</li> <li>- Limited explanation given in design decisions, based on UXD principles</li> </ul>	<ul style="list-style-type: none"> <li>- Inconsistent content layout</li> <li>- Unclear title/menu</li> <li>- Lack of whitespace</li> <li>- Lack of relevant content</li> <li>- Lack of appropriate form fields</li> <li>- Weak explanation given in design decisions, based on UXD principles</li> </ul>	<ul style="list-style-type: none"> <li>- Incomplete work</li> <li>- No title/menu</li> <li>- Lack of whitespace</li> <li>- Irrelevant content</li> <li>- Haphazard content layout.</li> <li>- Poor explanation design decisions, based on UXD principles</li> </ul>

<p><b>All pages (Interactions) (10%)</b></p>	<ul style="list-style-type: none"> <li>- Navigation: have an intuitive and informative global navigation; users know the location where they are inside your website and can easily access resources available within.</li> <li>- Design: Appropriate interactions are used</li> <li>- Consistent professional look and feel (including typography, colour, icons/logo used) which clearly expresses the purpose of the website</li> <li>- High readability (e.g. good/resizable font size and colour consideration)</li> <li>- Intuitive interaction with features</li> <li>- Feedback provided for all interaction</li> <li>- Comprehensive error prevention in most interactions</li> </ul>	<ul style="list-style-type: none"> <li>- Navigation: have an informative global navigation; users know the location where they are inside your website and can access resources available within.</li> <li>- Design: Appropriate interactions are used</li> <li>- Consistent look and feel (including typography, colour, icons/logo used) with good layout</li> <li>- Good readability (e.g. good font size and colour consideration)</li> <li>- Interaction with features is encouraged by design</li> <li>- Feedback provided for all interaction</li> <li>- Error prevention provided in key interactions</li> </ul>	<ul style="list-style-type: none"> <li>- Navigation: have a global navigation; users can access resources available within.</li> <li>- Design: Appropriate interactions are used</li> <li>- Consistent look and feel (including typography, colour, icons/logo used) with simple layout to categorize content</li> <li>- Most of the content are of considerable readability (e.g. good font size and colour consideration)</li> <li>- Limited interactive features</li> <li>- Feedback provided for key interaction</li> <li>- Error prevention provided in key interactions</li> </ul>	<ul style="list-style-type: none"> <li>- Navigation: have a global navigation at least can be used to access important content available in the website</li> <li>- Design: Some inappropriate interactions are used (eg. Incorrectly mapped controls, misleading interactive elements)</li> <li>- Minimum styling</li> <li>- Poor readability</li> <li>- Very limited interactive features</li> <li>- Limited feedback</li> <li>- Limited error prevention</li> </ul>	<ul style="list-style-type: none"> <li>- Navigation: Does not have a global navigation.</li> <li>- Design: Inappropriate interactions are used (eg. Incorrectly mapped controls, misleading interactive elements)</li> <li>- No observable styling and content are of poor readability</li> <li>- No interactive features</li> <li>- Elements is presented with no styling, and with haphazard appearance</li> </ul>
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