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##### School of Computer of Science

##### ASSIGNMENT BRIEFING SHEET (2017/18 Academic Year)

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| **Assignment Title** | UX Portfolio | **Submission Date** | December 20, 2017 |
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| **Module Title** | User Experience Design (COM) / User Experience Design (SDL) | **Module**  **Code** | 6WCM0025 / 6WCM0026 |

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| **Tutor** | **Dr Mariana Lilley** | **GROUP or INDIVIDUAL Assignment** | **Individual** |

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| **FOR INDIVIDUAL ASSIGNMENTS – *STUDENT TO COMPLETE***   |  | | --- | | **(Comments on this assignment by students can be made on the back of the assignment briefing sheet).**  By completing **BOX A** below, I certify that thesubmitted work is entirely mine and that any material derived or quoted from the published or unpublished work of other persons has been duly acknowledged. **[ref. UPR AS12, section 7 and UPR AS14 (Appendix III)].** I also certify, that any work with human participants has been carried out under an approved ethics protocol in accordance with UPR RE01.  *Please print your forename and surname in capitals and provide your ID (srn) number.* |   **BOX A**   |  |  |  |  | | --- | --- | --- | --- | | **Student Forename**  *(in CAPS please)* | **Student Surname**  *(in CAPS please)* | **Student ID Number (SRN)** | **Signature of Student** | | **MIN** | **WIN** | **16082553** |  | |

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| **FOR GROUP ASSIGNMENTS - *STUDENTS TO COMPLETE***   |  |  |  | | --- | --- | --- | | ***Group Name/Number (if allocated by module team****)* |  |  |  |  | | --- | | **(Student comments on this assignment can be made on the back of the assignment briefing sheet)**  By completing **BOX B** below, we certify that the submission is entirely ours and that any material derived or quoted from the published or unpublished work of other persons has been duly acknowledged. **[ref. UPR AS/C/6.1, section 7 and UPR AS/C/5 (Appendix III)].****)].** We also certify, that any work with human participants has been carried out under an approved ethics protocol in accordance with UPR RE01  *Please print your forenames and surnames in capitals, provide your; - ID numbers, actual time spent on the assignment and your signatures. By signing the submission you certify that this work represents equal contributions from all team members.* *If this is not the case, the module leader* ***must*** *be informed before submission.* | |

**This sheet must be submitted with the assignment, signed and either BOX A filled in.**

**LATE SUBMISSION WILL ATTRACT A STANDARD LATENESS PENALTY.**

1. For undergraduate modules, a score of 40% or above represents a pass mark.
2. For postgraduate modules, a score of 50% or above represents a pass mark.
3. For work submitted up to 5 working days late marked is capped to a bare pass (40% for undergraduate and 50% for postgraduate).
4. For work submitted more than 5 working days a mark of zero will be awarded for the assignment.

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| **THE ASSIGNMENT TASK:** You have been commissioned to produce a UX portfolio where different stages of a UX project are documented. |
| **MODULE LEARNING OUTCOMES ASSESSED BY THIS ASSIGNMENT:**  Successful students will typically have knowledge and understanding of:   1. key factors that influence the User Experience including system, user and the context of use; 2. techniques for identifying and representing users in the design process; 3. how users may interact with a system.   Successful students will typically be able to:   1. select and use appropriate techniques for the design of user experiences; 2. design and conduct quantitative and qualitative studies for the evaluation of user experience design work; 3. critically analyse and report on the results from User Experience evaluation studies; 4. design and construct prototypes based on user-centred design principles. |
| **SUBMISSION REQUIREMENTS:**  The UX Portfolio will consist of 3 files as follows:   1. **Personas**. The Personas must be submitted as ONE .PDF file. The file should be named as Personas.PDF. 2. **Prototype**. The prototype produced should be submitted as ONE .ZIP file. The file should be named as Prototype.ZIP. The prototype should be exported to one of the following formats: .PDF, .PPTX, .HTML. For example, InVision and Axure prototypes can be exported as .HTML files. 3. **Protoco**l. The protocol must be submitted as ONE .PDF file. The file should be named as Protocol.PDF. |
| **FEEDBACK FROM THIS ASSIGNMENT**  Feedback will be in the form of a score and tutor comments on your work. Feedback will be made available via email. |
| **MARKS AWARDED FOR:** Please see the detailed marking scheme below. |

### DEADLINES AND ASSIGNMENT WEIGHTINGS

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| 1 | This assignment is worth | | 80% | | of the **overall assessment** for this module. | | | |
|  |  | |  | |  | | | |
| 2 | You are expected to spend about | | | 100 | | Hours to complete this assignment to a satisfactory standard | | |
|  |  | | |  | |  | | |
| 3 | Date assignment set | 9 October 2017 | | | | Date completed assignment to be handed in | 17 December 2017 | |
|  |  |  | | | |  |  | |
| 4 | Target date for return of marked assignment | | | | | 12 January 2018 |  |  |

**INTERNAL MODERATION**

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| This assignment has been internally moderated.  I confirm:   * That the assignment set, meets the requirements of the module and that the brief provides appropriate content for students to successfully complete the assignment. * That the assessment is at an appropriate level and matches QAA level descriptors and is an appropriate form of assessment within the total range of assessments for this module. * That the marking scheme is attached and that students can determine how marks are allocated. * That this assessment can be completed **and** marked within University timeframes, and provides detailed feedback (more than just a grade) that supports learning. | ***Moderator name, signature and date***  Dr G Saward |

**Background**

This assignment is based on a fictitious case study. Assume that you have been commissioned by your country’s national health service or equivalent to design **a mobile app** to assist patients in their weight loss efforts. To support you in this task, you have been provided with stories of 50 patients who have lost weight.

Please note that there is no requirement to design a desktop version of the application.

**Marking Scheme**

This assignment has three main deliverables: a set of proto-personas, prototype and a remote usability testing protocol. Marks allocated for each of these components can be found below.

**Personas (up to 30 marks)**

You have been commissioned to create 3 proto-personas for the case study, based on the weight loss stories provided. For each proto-persona, marks will be assigned as shown below:

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| Mark range | Descriptor |
| 0-2 | **Fail.** Ideas not presented clearly. Proto-persona is very difficult to follow. |
| 3 | **Marginal fail.** Few clear ideas presented. Proto-persona is difficult to follow. A promising attempt, but a long way to go yet. |
| 4 | **Satisfactory.** Ideas presented with some issues in clarity. Several key elements missing and/or lacking in detail. Substantial overlap with another proto-persona. |
| 5 | **Good.** Ideas presented with clarity. Proto-persona information is well-organised, in an easy to read, logical format. Some key elements missing and/or lacking in detail. Proto-Persona reflects target group. Some overlap with another proto-persona. |
| 6 | **Very good.** Ideas presented with clarity. Proto-persona information is well-organised, in an easy to read, logical format. Few key elements missing and/or lacking in detail. Proto-Persona reflects target group. Little overlap with another proto-persona. |
| 7 | **Excellent.** Ideas presented with excellent clarity. Proto-persona information is well-organised, in an easy to read, logical format. Key elements detailed. Proto-Persona accurately characterizes target group. No substantial overlap with another proto-persona. |
| 8-10 | **Outstanding.** Proto-persona information is well-organised, in an easy to read, logical format. Key elements included. No substantial overlap with another proto-Personas. Rough sketch, demographics and behavioral information illuminating to the reader. Behavioral information relevant to product being designed. High-level needs along with the obstacles that keep proto-persona from achieving these needs are presented with outstanding clarity. |

A template for Proto-Personas can be found in:

Gothelf, J. & Seiden, J. 2016, Lean UX, 2nd Edition, 2nd edn, O'Reilly Media, Inc.

[http://herts.summon.serialssolutions.com.ezproxy.herts.ac.uk/#!/search?bookMark=ePnHCXMwRZ07CwMhDMeFLn3Q7T6A3SvIaXzM5UqHjj3odhhPR5fr96fRCh2zhECG\_y\_kdWTnUGezy6ftcNXFZoLw2qwBr3f9xlKzSWr3PfPEtVZZrQ9seKZQ-Py-8rGsfFrb3NKJzffpdXuI\_h9AoHEahMHoc3I-Kx1JOC2YqAlHFDpEwh4MqAxkC1aGGBXEUSaSt0SanKzMUP8hX35-t5CpMl0q127LP0KKWH0BMRc1iw](http://herts.summon.serialssolutions.com.ezproxy.herts.ac.uk/#!/search?bookMark=ePnHCXMwRZ07CwMhDMeFLn3Q7T6A3SvIaXzM5UqHjj3odhhPR5fr96fRCh2zhECG_y_kdWTnUGezy6ftcNXFZoLw2qwBr3f9xlKzSWr3PfPEtVZZrQ9seKZQ-Py-8rGsfFrb3NKJzffpdXuI_h9AoHEahMHoc3I-Kx1JOC2YqAlHFDpEwh4MqAxkC1aGGBXEUSaSt0SanKzMUP8hX35-t5CpMl0q127LP0KKWH0BMRc1i) (Permanent Link)

In creating your three proto-personas, you may wish to adapt Cooper’s et al. (2007) classification of personas into primary, secondary and supplemental. For further information, please refer to:

Cooper, A., Cronin, D., Reimann, R., Ebooks Corporation & Books24x7, I. 2007, About face 3: the essentials of interaction design, 3rd edn, John Wiley & Sons, Inc, Hoboken.

[http://herts.summon.serialssolutions.com.ezproxy.herts.ac.uk/#!/search?bookMark=ePnHCXMwhV1ba8IwGA2Ibl72BxxItolvlabX9FFkstfBfP6oNxClGzRCf77faWLrg7DHkENDQsl3yznfQLzkeJtdmJrDBWKzH6VQZQnjrHM\_6Irx9yJN5tl8rUPpeXKZxFkikTzbb3riiQ1TyObo2f0dKvA1R3KqL0aoiBh5yLd7GQ7F6-rzZ\_nl8RZNSS7pQUGs2RChGbqbbWgMdCmOBXodE4f8ZEP-RINh6qN5-sziy9PxfC75JiQ4u2UQVSltThBdYg8nhsjgmwPmBw5qLYpqOZ8UGvVKYfGpxdwueaoLoO7VJcF5Z\_eKYRMLs5Vi-rMyE6TqomAEgdL3hwBTmXvQxw3UsqcaaLuW-xRSJrvfZt4OoVSj\_X-O9ApH24oO](http://herts.summon.serialssolutions.com.ezproxy.herts.ac.uk/#!/search?bookMark=ePnHCXMwhV1ba8IwGA2Ibl72BxxItolvlabX9FFkstfBfP6oNxClGzRCf77faWLrg7DHkENDQsl3yznfQLzkeJtdmJrDBWKzH6VQZQnjrHM_6Irx9yJN5tl8rUPpeXKZxFkikTzbb3riiQ1TyObo2f0dKvA1R3KqL0aoiBh5yLd7GQ7F6-rzZ_nl8RZNSS7pQUGs2RChGbqbbWgMdCmOBXodE4f8ZEP-RINh6qN5-sziy)

Your three proto-personas must be submitted as ONE .PDF file. The file should be named as Personas.PDF.

**Prototype (up to 40 marks)**

Based on the needs and behaviours identified in the set of proto-personas you have created, design a low-fidelity prototype of **a mobile app** to support and motivate users in their weight loss efforts.

There are a number of tools and technologies that you can use for developing the prototype, such as PowerPoint, HTML & CSS, Balsamiq, Invision and Axure. The tool that you select may have an impact on the level of interactivity supported by your prototype.

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| Mark range | Use of technology | Concept development |
| 0-4 | **Fail.** Very high number of errors in deliverable. | **Fail.** Very limited application of UX principles. Needs of proto-personas not represented in the design. |
| 5-7 | **Marginal fail.** Very little use of appropriate technology. Prototype is difficult to use/follow. | **Marginal fail.** Solution reframes task inappropriately and may not address conventions. Limited use of UX principles. Cursory attempt at representing needs of proto-personas in the design. |
| 8-11 | **Good**. Satisfactory to good use of appropriate technology. Some errors in technique with impact on deliverables. | **Good.** Solution is appropriate, and works well within conventions. Good use of UX principles. Some, but not all, needs of proto-personas represented in the design and/or inclusion of features not represented in the proto-personas. |
| 12-13 | **Very good.** Very good use of appropriate technology. Minor errors in technique with little impact on deliverables. | **Very good.** Very good solution. Very good use of UX principles. Most needs of proto-personas represented in the design (omissions with little impact on deliverables). |
| 14-15 | **Excellent.** Excellent use of appropriate technology. High levels of interaction by, for example, supporting alternative paths. | **Excellent.** Excellent solution. Strong use of UX principles. Design work aligned with the needs of proto-personas. |
| 16-20 | **Outstanding.** Advanced use of appropriate technology, frequently stepping beyond expectations. High levels of interaction. | **Outstanding.** Outstanding solution and use of UX principles. Design work aligned with the needs of proto-personas. Strong attention to detail – iconography, typography and colour scheme. |

The prototype produced should be submitted as ONE .ZIP file. The file should be named as Prototype.ZIP. The prototype should be exported to one of the following formats: .PDF, .PPTX, .HTML. For example, InVision and Axure prototypes can be exported as .HTML files.

**Protocol (up to 30 marks)**

The prototype will be evaluated using remote usability testing. You have been commissioned to write the protocol for this. It is expected that the protocol will be no more than 2,000 words in length (excluding references and appendices) and contain the following sections:

* **Rationale.** This section should contain a description of how the session will be structured, and the reasons for your choice.
* **Evaluator instructions.** This section should contain the instructions that evaluators should follow.
* **Participants.** This section should describe how participants will be recruited, the screening process and the recommended number of participants.
* **Participant instructions.** Participant instructions to be read out by evaluator.
* **Tasks.** List of tasks to be completed by participants.
* **Data collection and analysis.** A description of the data to be collected, and how it will be analysed.

As a starting point, you are recommended to read the papers listed below:

Bastien, J.M.C. 2010, "Usability testing: a review of some methodological and technical aspects of the method", International Journal of Medical Informatics, vol. 79, no. 4, pp. e18-e23. Permanent link: <http://herts.summon.serialssolutions.com.ezproxy.herts.ac.uk/#!/search?bookMark=ePnHCXMwhV1NS8QwEA1e_Cj-BclV2Mq2SZusJ0WUPXh0xVtI02bdgq20dVn_vTOdZosgeGvDmzaEZCaTyby5YJcW72Y3w5jDVbI5K7e-2dUYMW483WHEY7ilPAGPSCtYlqmEeQrekc5jNMtnIRagYFdxityeQmawXzlnrxtinx2--YBUFM32lltOqR689bxvPypOBZiDAuHglnNiRR3fxjTGHsHQ1Qkbsc3T48vDOp6qE>

Burzacca, P. & Paternò, F. 2013, "Remote usability evaluation of mobile web applications", pp. 241. Permanent link: [http://herts.summon.serialssolutions.com.ezproxy.herts.ac.uk/#!/search?bookMark=ePnHCXMw42LgTQStzc4rAe\_hSmFAbFeDzMQDG7y6wErZ2EjXIN7InAnYHzIDnaRnbGLJzMBlbAY6kA7Y5rBgAY\_-G-kC27vGHLCiFXTaHSeDWVAq0BupCqWQQ2hLKhUQJ2Mr5Kcp5OYDhVMVgMWQAvIsMDeDvJtriLOHLmi\_R2lxfAHkOId4YzNLYK1mYQK64YCwCh2sKozii43iDeItQNnBzMLSzNIwvqSixBgA9vFLwg](http://herts.summon.serialssolutions.com.ezproxy.herts.ac.uk/#!/search?bookMark=ePnHCXMw42LgTQStzc4rAe_hSmFAbFeDzMQDG7y6wErZ2EjXIN7InAnYHzIDnaRnbGLJzMBlbAY6kA7Y5rBgAY_-G-kC27vGHLCiFXTaHSeDWVAq0BupCqWQQ2hLKhUQJ2Mr5Kcp5OYDhVMVgMWQAvIsMDeDvJtriLOHLmi_R2lxfAHkOId4YzNLYK1mYQK64YCwCh2sKozii43iDeItQNnBzMLSzNIwvqSixBgA9vFLw)

McFadden, E., Hager, D.R., Elie, C.J. & Blackwell, J.M. 2002, "Remote Usability Evaluation: Overview and Case Studies", International Journal of Human-Computer Interaction, vol. 14, no. 3-4, pp. 489-502. Permanent link: [http://herts.summon.serialssolutions.com.ezproxy.herts.ac.uk/#!/search?bookMark=ePnHCXMwhV27agMxEDxCijzwLwT15oIeJ-nkJoVxcBcIdi3kO6kMAct28vcePc64MLifFRKsVrNod\_almblUm\_0Tcw\_X2NSumZ7ignadhg\_lwoB38GzDBHvIeqZgedLQx6wc0LUJ9DSFUw43eW7Ut8fWPdkW4dn4T1YXNewF-Tqmi-VPBNk3WSL8k1qF99psP1eb5bqtkwXaAQwH2ZcYDR2U1I5xCko\_BgeeoEEemIdHh6B2YxcGoY3rd1pIpZ0T3LteB0a9SVN2ZVl3esvsbxGHsKxqbk6HTXMeua2Hhd1bsUs9J4f9xUrgmUxfiADMbwK43XOblTxVkkjn0sa\_CPRHQV-rrNqYc\_1QBnPc2dAZjVF4cg](http://herts.summon.serialssolutions.com.ezproxy.herts.ac.uk/#!/search?bookMark=ePnHCXMwhV27agMxEDxCijzwLwT15oIeJ-nkJoVxcBcIdi3kO6kMAct28vcePc64MLifFRKsVrNod_almblUm_0Tcw_X2NSumZ7ignadhg_lwoB38GzDBHvIeqZgedLQx6wc0LUJ9DSFUw43eW7Ut8fWPdkW4dn4T1YXNewF-Tqmi-VPBNk3WSL8k1qF99psP1eb5bqtkwXaAQwH2ZcYDR2U1I5xCko_BgeeoEEemIdHh)

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| --- | --- | --- | --- | --- | --- | --- |
| Mark range | Rationale | Evaluator instructions | Participant recruitment and screening | Participant instructions | Tasks to be carried out by participants | Description of the data to be collected and how it will be analysed |
| 0 | **Fail.** Rationale not presented clearly. | **Fail.** Instructions not expressed clearly. | **Fail.** Nothing of merit. | **Fail.** Instructions not expressed clearly. | **Fail.** Participant tasks not expressed clearly. | **Fail.** Nothing of merit. |
| 1 | **Marginal fail.** Few clear ideas presented. Section is difficult to follow. | **Marginal fail.** Few instructions expressed clearly. | **Marginal fail.** Few ideas relating to participant recruitment and screening presented clearly. | **Marginal fail.** Few instructions expressed clearly. | **Marginal fail.** Few tasks expressed clearly. | **Marginal fail.** Description lacks in detail. |
| 2 | **Good.** Rationale presented with clarity. Some key elements missing and/or lacking in detail. | **Good.** Instructions expressed with some issues in clarity. | **Good.** Participant recruitment and screening approaches expressed with some issues in clarity. | **Good.** Instructions expressed with some issues in clarity. | **Good.** Tasks expressed with some issues in clarity. Good range of tasks. | **Good.** Good description, but with some lack in clarity and/or detail. |
| 3 | **Very good.** Rationale presented with clarity. Few key elements missing and/or lacking in detail. | **Very good.** Instructions expressed with clarity. Information is well-organised, in an easy to read, logical format | **Very good.** Participant recruitment and screening approaches expressed with clarity. | **Very good.** Instructions expressed with clarity. | **Very good.** Tasks expressed with clarity. Very good set of tasks. | **Very good.** Description is clear and comprehensive. |
| 4 | **Excellent.** Rationale presented with excellent clarity, and reference to the literature. | **Excellent.** Instructions expressed with excellent clarity. Information is well-organised, in an easy to read, logical format | **Excellent.** Participant recruitment and screening approaches expressed with excellent clarity. Rationale for recommended number of participants is sound. | **Excellent.** Instructions expressed with excellent clarity. | **Excellent.** Tasks expressed with excellent clarity. Comprehensive set of tasks. | **Excellent.** Description is clear and detailed (e.g. it takes into account data types). |
| 5 | **Outstanding.** Rationale presented with outstanding clarity, and systematic reference to the literature. | **Outstanding.** Instructions expressed with outstanding clarity, and could be used in a real world study without any amendments. | **Outstanding.** Participant recruitment and screening approaches expressed in a systematic way. Rationale for recommended number of participants is clear and articulate. | **Outstanding.** Instructions expressed with outstanding clarity, and could be used in a real world study without any amendments. | **Outstanding.** Tasks expressed with outstanding clarity. Set of tasks could be used in a real world study without any amendments. | **Outstanding.** Description is outstanding, and could be used in a real world study without any amendments. |

The protocol must be submitted as ONE .PDF file. The file should be named as Protocol.PDF.