C773/D279 Performance Assessment Tips, FAQ, and Examples

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Want to Accelerate?

To accelerate the course in two weeks, use this outline and reference the course material as needed to support the development of your competencies:

- Day 1: review assessment requirements and watch the course overview
- Day 2: complete Aspects A1, A2, and A3
- Day 3: complete Aspect B1, B2, and B3
- Day 4: complete Aspects B4, B5, and B6.
- Day 5: complete Aspect C
- Day 6: complete Aspect D
- Day 7: review and submit Task 1
- Days 8-11: create the prototype
- Day 12: revise Task 1, and resubmit, if needed
- Day 13: finalize the prototype
- Day 14: after Task 1 passes, submit Task 2

Reference

Take look at the online <u>Task Resources on the WGU OneDrive</u> to help complete your coursework (login using WGU credentials).

Questions about Evaluation and Resubmission

How long will it take for my assessments to be evaluated using the new process?

Typically 1-3 days and they will notify you via email when the evaluation is complete.

Should I be concerned about the Similarity report?

Task 1 should not have a high similarity score. Task 2 may show a high similarity if content provided is used; a score above 30% will be rejected by Evaluation. A quick fix is to rewrite any copy taken from the Design Specification used in your Prototype, and add some unique content of your own.

Should I resubmit all task attachments with my resubmission? Only the items that don't meet Competency need to be resubmitted.

How do I access task requirements and submit files?

Review this document for details on submitting files, canceling submissions, and accessing evaluation reports.

My task requires approval to resubmit...what do I do?

If 50% or more of the task aspects need revision, or if you submit more than 3 times without meeting Competency, the task will be locked. Begin working on revisions and contact your Instructor with questions. If the revisions are clear and you have already addressed each item, scjedule a call with your Instructor or email your revision ideas to them for approval. They will need to review your updated work before approving the next attempt.

Task 1 Tips

- Address each item in the Task Requirements completely. How your document is structured (using headings, paragraphs, Word format, PDF, etc) is less important than the content you include. Separate out audience and stakeholder needs in separate paragraphs or sections of your document. When in doubt, refer to the grading rubric as it outlines exactly what is being assessed.
- Explicitly state the user and stakeholder needs separately throughout Task 1. Broadly stating it "does/does not meet user or stakeholder needs" fails to provide a logical connection to the specification document or specific user needs you are identifying. Here are some video tips on understanding customer and stakeholder needs:
 - Audience (customers): https://youtu.be/Wf_EprTc71Q?t=23
 - Stakeholders: https://youtu.be/BuSXcq3UVKM
- · It may feel repetitive throughout the task to restate the same need for multiple requirements. This is OK. We are thoroughly considering how to meet that need from different angles.
- Here is <u>Help with the Writing Process</u>

A. Assessing Current Functionality & MicroInteraction

Tips for this Aspect Example

FAQs

Content needs are what users want to learn from the site.
 Examples include specifics topics covered in written text, images, videos, etc.

Example of a content need that is not being met:

"Users need fluffy dog photos and the current website doesn't provide any photos of dogs."

Tips for this Aspect

- Functionality needs are what users want to do on the site.
 Examples include searching, registering for events, contacting the company, locating a physical store, etc.
- Navigation needs are how users move from page to page.
 Examples include ease of use, positional awareness, device considerations, etc.
- Explicitly state the specific needs identified from the specification document. Broadly stating it "does not meet user or stakeholder needs" does not provide a logical connection to the specification document or specific user needs.

We suggest answering the individual Item A bullet points in descriptive paragraph form for clarity.

Relevant Course Material

Module 9: Design Approaches, pg. 57-65

Example

Example of a functionality need that is not being met:

"Stakeholders need customers to sign up for live events and the current websites does not have any information about live events".

Example of a navigation need that is not being met:

"Users need to easily navigate from mobile devices and the current website provides a horizontal menu bar that requires scrolling to see all links. It also has a very small touch area around each menu item, making it difficult to click on mobile devices."

Bad Example of a response missing specific needs:

"The website fails to meet the needs of users and stakeholders. There are no live events listed, you can't navigate on mobile devices, and there are no fluffy dog photos."

B1. Planning for Future Functionality & MicroInteractions

Tips for this Aspect

FAQs

- Functionality is what users can do on the site. Each functionality may contain multiple microinteractions.
- Microinteractions are covered in Module 1 of the course material.

Relevant Course Material

• Module 1: Introduction to User Interface Design, pg. 4-9

Additional Resources

• How to define the functionality needs of your website

Example

Users need fluffy dog photos and I will include a photo gallery on the dog page that allows the user to click through a series of fluffy dog photos. This added functionality will include a microinteraction with the ability to hover over any image in the gallery and see options to like or share the current photo.

B2. New page

Tips for this Aspect

Example

FAQs

- The new page should meet the needs of a persona that is not addressed by the current site.
- · You are planning for this page, not designing it.
- The Paradigm Pet Professionals UI Design Specifications document supplies content to use for all pages.

Users need fluffy dog photos and I will create a new photo gallery page that includes at least ten high-resolution photographs of fluffy dogs and text that explains the breed and information about each dog shown.

B3. Content Removal

Tips for this Aspect

Example

- make suggestions about the content of the existing site, how it can be improved;
- feel free to use the provided content in your Site redesign, be aware of similarity score requirements.

Users need fluffy dog photos and the current site only has photos of snakes on the home page. I will remove the snake photos and replace them with fluffy dog photos to better meet the user's needs.

B4. Sitemap

Tips for this Aspect

Example

FAQs

- Create a visual sitemap (not XML or HTML sitemap) to outline the hierarchical structure of the pages on the site.
- A sitemap shows the relationship between all pages on your site, not external resources.
- Any tool can be used to create the sitemap.

Relevant Course Material

- Module 13: Sitemaps, pg. 91-93
- Module 18: Navigation Basics, pg 129-134
- Module 19: Navigation Conventions and Elements, pg. 135-140
- Module 20: Navigation Planning, 141-148

Additional Resources

- Sitemap Templates and tools
- Other sitemap generators
- How to create a sitemap in MS Word (2min)

Visual Sitemap/Flowchart Main Menu Channel 1 Channel 2 Time Display Calibrate Temp Default Select Detween Select Detween Solect Solect Detween Solect Solect Detween Solect Solect Solect Detween Solect Solect Solect Detween Solect Solect Solect Detween Solect S

B5. Explain Information Architecture (IA)

Tips for this Aspect

Example

FAQs

- Information architecture (IA) is how we organize, structure, and label content in an effective way.
- You presented the information architecture for this web site in your sitemap (B4). Now, you will explain how that IA helps audience and stakeholders meet their stated goals.

Relevant Course Material

- Module 13: Sitemaps, pg. 91-93
- Module 18: Navigation Basics, pg 129-134
- Module 19: Navigation Conventions and Elements, pg. 135-140
- Module 20: Navigation Planning, 141-148

Additional Resources

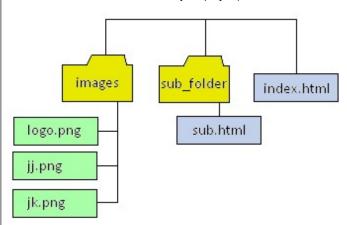
• Planning and Implementing Website Navigation

Navigation Example:

This navigation bar will be present at the top of each page of the site, making the dog page easy to find from anywhere on the site. When users land on this page they will find only the information needed about fluffy dogs. Users need to quickly locate fluffy dog photos and I will create a page dedicated to this topic add a clearly labeled link to the primary navigation.

Site Root Directory

An example of how to arrange your site assets (the Information Architecture of your project):



Your Site Architecture relates to how users will navigate through your website. Review this article on What is Website Architecture for more info.

B6. Navigational elements

Tips for this Aspect

Example

FAQs

- Navigational elements are collections of links within the current site, presented as a unit. Examples would include menu bars, menu lists, utility links, breadcrumb trails, site search, etc.
- Links that take you to external websites are not navigation links, as they do not help the user move within the current site
- Describing the navigational elements is not the same as visually designing them.

Relevant Course Material

- Module 18: Navigation Basics, pg. 129-134
- Module 19: Navigation Conventions and Elements, pg. 135-140
- Module 20: Navigation Planning, pg. 141-148

Additional Resources

- Examples of Types of Navigation Elements
- 10 Steps for Better Website Navigation
- · Guidelines for Breadcrumbs and Usability

Positional Awareness

It's good practice to give users a visual clue as to their location in a website, often done visually in a navigation bar or menu.



Navigation Bars

The primary navigation element can be a horizontal navigation bar. Users need to easily locate information about their fluffy dogs and placing this across the top of each page on the site ensures that links to all fluffy dog information is readily available.

Dropdown Menus

A primary navigation element is a drop-down menu. Users need to easily locate information about their fluffy dogs and placing this across the top of each page on the site ensures that links to all fluffy dog information is readily available.



Breadcrumbs

A secondary navigation element can be breadcrumb menus. Stakeholders want to make it easy for users to navigate back to the homepage and these links will clearly define the path from the current page back to the homepage.



See these examples of <u>breadcrumbs</u>, <u>navigation tabs</u>, and <u>search</u> functions.

Example



C. Mid-Fidelity Wireframe

Tips for this Aspect

FAQs

- A mid-fidelity wireframe is a generic example of the layout & design of your site pages, without any real content or interaction. It would be part of the Planning stage in a website project. A wireframe is similar to a comp (comprehensive layout).
- The Task 1 specs also ask you to note your primary nav on the wireframe, as well as labelling which elements you are counting as secondary navigation (search, breadcrumbs, calls-to-action, links within text, footer nav, etc). You will most likely have several pieces of secondary navigation.
- It is also helpful to label the header and footer on your wireframe.

Read this article on the <u>Difference between Wireframing and Prototyping</u> before proceeding.

Relevant Course Material

- Module 15: Layout Considerations, pg. 101-107
- Module 16: Wireframing, pg. 108-111

Additional Resources

- Digital wireframes (6min)
- Website Footers Best Practices

Tutorials

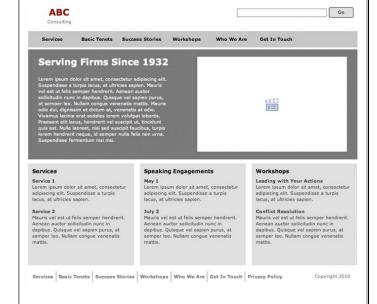
You may use literally anything that will alllow you to layout basic text and images, so your choices are almost endless. An application that helps you formulate and stick to a grid for consisten layout and proportions is best. Adobe Illustrator is a good example of an all-around design program using vector graphics. Also consider free or low cost alternatives such as the open source Vectornator or Inkscape. You could also us something more UX or UI-specific like Wireframe.cc. These videos offer basic instructions in using but a few of your many options:

- Creating wireframes in <u>wireframe.cc</u> view the <u>video</u> instructions to get started
- Other Wireframing tools to look
 at: <u>Sketchapp</u>, <u>Gliffy</u>, <u>Moqups</u> there are many available;
- and a couple of free online graphics tools suitable for wireframing:
 - Photopea.com
 - Gimp.org

Example

Desktop

It is typical to start a design & layout for Site pages by sketching on paper, then digitizing in a graphics application. A low-fidelity wireframe would have little content, and mid-fidelity would be the next step with filler text and image placeholders.



See this <u>guide to wireframe fidelity</u> for excellent examples of a midfidelity wireframe and what should be included.

Tips for this Aspect	Example

D. Maintenance plan

Tips for this Aspect

Example

Example maintenance items as used in industry:

FAQs

- A maintenance plan is a collection of individual maintenance tasks that will be performed regularly.
- Understand the types of tasks or activities that would be appropriate for each area of focus. Then determine a frequency and how to provide future maintenance for that activity.
- An example maintenance plan that would address the areas of engine performance, handling, and comfort might include:
 - engine performance The proper grade of fuel will be refilled every 300 miles to ensure the engine can run. The oil will be changed by the owner, at home every 5,000 miles to ensures the engine is running optimally.
 - handling The tires will be rotated at the dealership every nine months to ensure even tire wear and handling. The brake fluid levels will be filled every 5,000 miles to ensure optimal stopping performance.
 - comfort The interior will be vacuumed and cleaned at home every six weeks to ensure the ride is comfortable. The cabin air filter will be replaced every 12 months to ensure clean air is available in the cabin.

Relevant Course Material

- Module 3: Roles and Tasks within Project Management, pg. 18-22
- Module 11: Accessibility, pg. 72 76
- Module 21: Optimizing for mobile, pg. 157
- Module 26: Testing Interfaces, pg. 184-188 (maintenance tasks)
- Module 27: SEO, pg. 189-198

Additional Resources

• Watch this explanation of a maintenance plan (2min)

WEBSITE MAINTENANCE CHECKLIST

Month:	TASK TITLE	TASK OWNER	START DATE	DUE DATE	COMPLETE	PCT OF TAS COMPLETE
1	Website Checkup					
1.1	Find and export list of 404'd pages				0	0%
1.2	Find and export list of pages returning 500 server errors				0	0%
1.3	Find and export list of broken internal links				0	0%
1.4	Find and export list of broken images				0	0%
1.5	Find and export list of pages with missing meta elements (Title tag, H1 tag, meta description)				0	0%
1.6	Identify and export list of redirect chains (redirects pointing to pages that have been redirected)				0	0%
1.7	Identify and export list of non-indexable pages (blocked by robots.txt, redirected, canonicalized to a different page)				0	0%
2	Technical Website Maintenance					
2.1	Fix 404'd pages or 301 to the most relevant live page				0	0%
2.2	Identify and fix server errors				0	0%
2.3	Update broken images with working ones, optimize image alt text and filename for primary SEO keyword				0	0%
2.4	Update broken internal links to point to live, relevant pages				0	0%
2.5	Fix redirect chains - point redirects directly to end destination				0	0%
2.6	Ensure that desired pages are indexable				0	0%
3	Content & SEO Maintenance					
3.1	Write new metas for pages with missing metas				0	0%
3.2	Audit metas for highest-performing pages & ensure that they're targeting primary keyword				0	0%
3.3	Ensure link anchor text is optimized for primary keyword				0	0%
3.4	Identify broken pages with live backlinks, fix broken page or 301 to most relevant content				0	0%
3.5	Audit backlinks, disavow spam				0	0%
3.6	Ensure that sitemaps and robots.txt accurate and up to date				0	0%
3.7	Ensure pages are mobile-friendly and rendering correctly on all devices				0	0%
4	Server Side & Pagespeed Maintenance					
4.1	Delete unused resources, images, CSS from main stack				0	0%
4.2	Use webpagetest.org to identify and fix pagespeed issues				0	0%
4.3	Ensure images are being compressed				0	0%
4.4	Ensure cacheable resources are being cached				0	0%
4.5	Replace JS-heavy elements with lighter ones wherever possible				0	0%
4.6	Minify CSS				0	0%

Example 2:

To maintain the site functionality we will perform regular hyperlink checks. The web developer will schedule a monthly review and check all site hyperlinks to ensure they are working and resolve to the correct location.

See page 187 in Course Materials for more info.

E. Professional Communications & Citations

Tips for this Aspect

FAQs

- This aspect is scored only after all other task aspects have been marked competent. Read the Evaluator notes closely to determine if specific issues are identified or if the aspect will be scored after you revise other areas.
- The Writing Center has resources on in-text citations here.
- You may schedule an appointment with the Writing Center if

WGU Writing Center

Tips for this Aspect

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you need assistance with professional communications or citations.

Note: WGUs license to Grammarly has expired, only a paid subscription account is available.

Task 2 Tips

Interactive Prototype

Tips for this Aspect

FAQs

- A prototype is a preliminary model of something. You will develop interactive prototype allows the user to click and navigate between pages, but is not a fully functional website.
- Your C773 Task 1/D279 Part 1 wireframe should be a good starting place for your C773 Task 2/D279 Part 2. For C773 students, Task 2 should not be turned in until Task 1 is passed (doing so will result in a locked task). It is OK to modify the plan from C773 Task 1 to accommodate the actual content in C773 Task 2.
- You have 2 options for creating C773 Task 2 / D279 Part 2:
 - Option 1: If you can write HTML, you can create a zip of a website folder containing all local, standards-based (you-wrote-it-all-yourself) HTML, CSS, JavaScript (if necessary), and images.
 - Option 2: If you can't write HTML, you can create a PowerPoint mockup of your pages, linking internally to replicate your navigation.
 - Do not use a 3rd Party "site builder" like Figma, Canva, Wix, Weebly, etc. You will not be able to export the required functioning, nonproprietary, local site files. Your submission will be rejected and locked. You will be stating over from scratch because you will have created nothing that meets the project's requirements.

Relevant Course Material

- Module 12: Design Principles, pg.80-87
- Module 14: Color and Typography, pg. 94-99
- Module 15: Layout Considerations, pg. 100-107
- Module 21: Prototyping, pg. 152-158

Also

• Module 17: Designing a Basic Website, pg. 115-125

Example



Tips for this Aspect Example

Module 23: Frameworks and Elements, pg. 165-169

Prototyping Options and Resources

• explore <u>Visual Interface Design</u> (conceptual discussion video, 32 min)

Any tool can be used to create the prototype as long as you can submit the HTML files for the completed work. Before you begin creating, ensure that your chosen software can export to simple, local HTML with no proprietary scripts, installs, or authentication needed. Often there are plugins available to do so. You cannot submit links to a hosted version of the prototype or proprietary files that need the prototyping software to view them. If you have completed the prototype and are unable to export to HTML, you *may* be able to save a flat image of each page and use an authoring tool to finalize the prototype and export for evaluation.

Note: we are not advocating the use of any one tool or production process for prototyping, you should explore options and decide for yourself what works best for you.

Using Presentation software for Interactive presentations

Keynote software on Mac OSX can be output to HTML for viewing in a browser window; see this video for more information:

https://youtu.be/XVewmNQqcKU

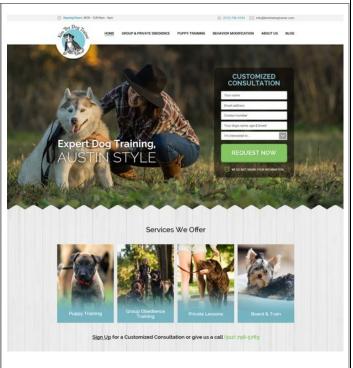
Keynote does not run natively on Windows PC, but can run in emulation mode.

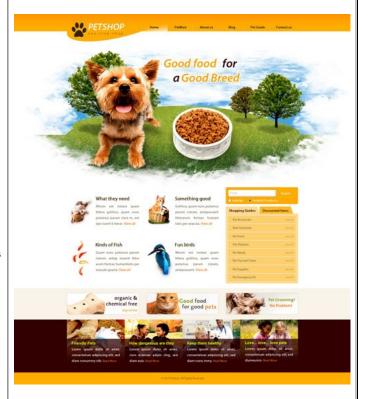
See: https://slidehunter.com/how-to-get-keynote-on-windows/

Prototyping with a GUI Editor

Many developers use GUI or advanced editors to build web prototypes, here are some examples to explore:

- <u>Adobe Dreamweaver:</u> an advanced GUI authoring tool (trial version available)
- Just in Mind: a Design and Prototyping tool. Students





Here's an example prototype using HTML

Tips for this Aspect • Here are 25 Alternatives to Invision: https://filestage.io /blog/invision-alternatives/#best 10 alternatives to invision Preparing for Project submission • Do not link to external links or resources from your files, all site assets should be in your submission folder (Zip format). • How to ZIP (compress) files in Windows (video) • Test all functionality in a browser like Chrome, Firefox or Safari before submitting for Evaluation.

Interactive Prototype: Navigation & Positional Awareness

Tips for this Aspect

Example

FAQs

- Positional awareness show both what the page is about and how it fits into the overall structure of the site.
- Module 19 in the course material explains positional awareness techniques.

Relevant Course Material

 Module 19: Navigation Conventions and Elements, pg. 135-140



Examples of positional awareness techniques (7min)

Interactive Prototype: Contact Form

Tips for this Aspect

Example

Example

Tips for this Aspect

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Note: Prototyped forms need only be visually represented in

your Prototype; they do not need to be fully functional.

- Determine where on the site to place the form based on user needs.
- There are required form fields indicated on the Paradigm Pet Professionals UI Design Specifications document.
- Additional fields may be include.

Relevant Course Material

• Module 22: Forms, pg. 159-164

Reference

FAQs

Take look at the online Task Resources on the WGU OneDrive to help complete your coursework (login using WGU credentials).

Sample Task 2.pptx

Paradigm Pet Professionals.docx

Article Link:

https://srm--c.vf.force.com/apex/coursearticle?Id=kA03x00000019FOCAY