

Heat maps

# UTM1 – UTM1 TASK 1: PROJECT PROPOSAL WITH STRATEGIES

USER INTERFACE DESIGN – D279

PRFA – UTM1

TASK OVERVIEW

SUBMISSIONS

EVALUATION REPORT

## COMPETENCIES

### 4076.1.1 : Determines Purpose and Technical Requirements

The learner determines the purpose and technical requirements of webpages.

### 4076.1.2 : Designs User Interface

The learner designs user interface that addresses user needs and functional requirements development efforts.

### 4076.1.3 : Builds Wireframes, Mockups, and Prototypes

The learner builds wireframes, mockups and prototypes for the user interface that address customer needs.

## INTRODUCTION

User interface and user experience (UI/UX) designer is one of the most popular job titles in the technology industry. UI/UX designers tend to enjoy the challenges associated with creating products that people love. Industry leaders know that design is a substantial competitive advantage, and they are competing for best talents; therefore, the demand for designers is high.

UI/UX design requires the understanding of core design principles, tools, and best practices. Having foundational principles of design and design techniques, such as design thinking, gives you a mindset required to create an effective user experience. You are also able to conduct user research that gives you a better understanding of the problem space and eventually leads you to communicate your designs and best practices to users through prototyping.

This task is separated into two parts:

- Part I allows you to showcase your problem-solving skills, how you plan to manage and maintain this project, and which strategies you will implement for search engine optimization (SEO). You will evaluate the provided “Paradigm Pet Professionals Website” in the Web Links section and the attached “Paradigm Pet Professionals UI Design Specifications.” You will develop plans to create information architecture for various user personas and stakeholder needs while adhering to accessibility standards.
- Part II allows you to showcase your prototyping skills by using the appropriate tools and techniques to communicate your design ideas and solutions. You will create and submit an interactive desktop

prototype based on your work in Part I. Your prototype must address both audience and stakeholder needs.

## SCENARIO

You were recently hired as a UI/UX Designer for Synesthor, an IT services company that offers on-site consultation for small businesses without an IT department. Synesthor recently contracted with Paradigm Pet Professionals, a company that specializes in providing virtual consultations to pet owners with state-of-the-art, evidence-based health and well-being information. Its website was designed by a part-time intern 10 years ago. Most people who visit the website are prospective and new pet owners located in the United States who seek information about basic pet care and are interested in speaking with a consultant. Paradigm Pet Professionals contracted with Synesthor's UI/UX department to develop a responsive website to meet the needs of its company and the needs of users.

Your first objective is to evaluate the existing website and user design specifications provided by Paradigm Pet Professionals (see Web Links and Supporting Documents sections). You will also develop a sitemap and wireframe for the redeveloped website.

Your second objective is to create an interactive desktop prototype of the redeveloped website according to the design specifications provided by Paradigm Pet Professionals.

## REQUIREMENTS

*Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. The similarity report that is provided when you submit your task can be used as a guide.*

*You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.*

*Tasks may **not** be submitted as cloud links, such as links to Google Docs, Google Slides, OneDrive, etc., unless specified in the task requirements. All other submissions must be file types that are uploaded and submitted as attachments (e.g., .docx, .pdf, .ppt).*

### Part I

*Note: Use the "Paradigm Pet Professionals Website" from the Web Links section to view the current website's content, functionality, and navigation.*

- A. Determine the information architecture for the new Paradigm Pet Professionals website based on the attached "Paradigm Pet Professional UI Design Specifications" by doing the following:
  1. Explain the necessary website functionality and micro interactions needed to meet audience and stakeholder needs.

2. Describe the type of content that will be used for **one** new page based on **one** of the new user personas, including how the elements of the content align directly to the chosen user persona.
3. Identify existing content from the website that will be removed or redeveloped and explain how that content fails to meet the proposed audience and stakeholder needs.
4. Create a visual sitemap to determine the structure and the hierarchy of the site content, including the following:
  - a home page
  - a page for *each* existing pet page
  - a new page for the new user persona identified in part A2

*Note: You can use any tool to create the sitemap, such as graphic creation or manipulation software, presentation software, word processing software, or another tool of your choice. The sitemap must be submitted as an image embedded within your document.*

5. Explain how your information architecture meets audience and stakeholder needs.
  6. Explain the primary and secondary navigational elements required to support the information architecture.
    - a. Explain how these primary and secondary navigational elements *each* align with audience and stakeholder needs.
- B. Determine page layout by creating a mid-fidelity wireframe for the home page that is sized for a desktop website that includes *each* of the following:
- site header, including the branding elements
  - site footer
  - primary and secondary navigational elements
  - placeholder text and placeholder images
  - specific components needed to support the information architecture (e.g., buttons, links, form fields, search bar)

*Note: You can use any tool to create the wireframe, such as graphic creation or manipulation software, presentation software, word processing software, or another tool of your choice. The wireframe must be submitted as an image embedded within your document.*

## Part II

- C. Create an interactive desktop prototype based on the audience and stakeholder needs using the attached “Paradigm Pet Professional UI Design Specifications” by doing the following:
1. Include *each* of the redeveloped “Home,” “Dog Owners,” and “Cat Owners” design prototypes, using content for *each* corresponding persona from the attached “Paradigm Pet Professionals UI Design Specifications.”
  2. Include **one** new design prototype based on **one** of the new user personas, including the content provided and the format specified in the attached “Paradigm Pet Professionals UI Design Specifications.”
  3. Include a contact form that users can complete to request a virtual consultation with a pet professional that includes *all* the required fields specified in the attached “Paradigm Pet Professionals UI Design Specifications.”

*Note: Your prototype should show the fields that will appear on your contact form, but the contact*

*form does not need to be functional.*

4. Include the primary and secondary navigation elements identified in Part I as well as positional awareness techniques that provide the ability to clearly identify where *each* page is located within the overall information architecture and that allow users to navigate and interact between *all* sections of the website.
- D. Provide a .pptx file or compressed .html file of your interactive desktop prototype, including the following:
- the updated “Home,” “Dog Owners,” and “Cat Owners” design prototypes
  - the new design prototype
  - the virtual consultation form

*Note: You can use any tool to create the design prototypes, such as a graphic creation/manipulation software, webpage creation software, presentation software, or another tool of your choice.*

- E. Demonstrate professional communication in the content and presentation of your submission.

## File Restrictions

File name may contain only letters, numbers, spaces, and these symbols: ! - \_ . \* ' ( )

File size limit: 200 MB

File types allowed: doc, docx, rtf, xls, xlsx, ppt, ptx, odt, pdf, csv, txt, qt, mov, mpg, avi, mp3, wav, mp4, wma, flv, asf, mpeg, wmv, m4v, svg, tif, tiff, jpeg, jpg, gif, png, zip, rar, tar, 7z

## RUBRIC

### A1:FUNCTIONALITY AND MICRO INTERACTIONS

#### NOT EVIDENT

The submission does not explain the necessary website functionality or micro interactions needed to meet *both* audience and stakeholder needs.

#### APPROACHING COMPETENCE

The submission does not logically explain the necessary website functionality and micro interactions needed, or the explanation does not logically address *both* audience and stakeholder needs.

#### COMPETENT

The submission logically explains the necessary website functionality and micro interactions needed to meet *both* audience and stakeholder needs.

### A2:CONTENT FOR NEW PAGE

#### NOT EVIDENT

The submission does not describe the type of content that will be used for 1 new page.

#### APPROACHING COMPETENCE

The submission describes the type of content that will be

#### COMPETENT

The submission logically describes the type of content that will be used for 1 new page that

used for 1 new page, but the content is not logically based on 1 of the new user personas, or the description does not include how the elements of the content align directly to the chosen user persona.

is based on 1 of the new user personas, including how the elements of the content align directly to the chosen user persona.

#### A3:EXPLANATION OF CONTENT REMOVAL OR REDEVELOPMENT

##### NOT EVIDENT

The submission does not identify any existing content from the website that will be removed or redeveloped or does not explain how that content fails to meet audience and stakeholder needs.

##### APPROACHING COMPETENCE

The submission does not accurately identify existing content from the website that will be removed or redeveloped or does not logically explain how that content fails to meet audience and stakeholder needs.

##### COMPETENT

The submission accurately identifies existing content from the website that will be removed or redeveloped and logically explains how that content fails to meet audience and stakeholder needs.

#### A4:VISUAL SITEMAP

##### NOT EVIDENT

The submission does not include a visual sitemap.

##### APPROACHING COMPETENCE

The submission includes a visual sitemap, but it does not logically determine the structure or the hierarchy of the site content, does not accurately align with the UI specifications, or does not accurately include *each* of the given points.

##### COMPETENT

The submission includes a visual sitemap that logically determines the structure and the hierarchy of the site content, accurately aligns with the UI specifications, and accurately includes *each* of the given points.

#### A5:EXPLANATION OF AUDIENCE AND STAKEHOLDER NEEDS

##### NOT EVIDENT

The submission does not explain how the information architecture meets audience and stakeholder needs.

##### APPROACHING COMPETENCE

The submission does not logically explain how the information architecture meets audience or stakeholder needs.

##### COMPETENT

The submission logically explains how the information architecture meets audience and stakeholder needs.

#### A6:NAVIGATION

**NOT EVIDENT**

The submission does not explain the navigational elements.

**APPROACHING COMPETENCE**

The submission does not logically explain the primary and secondary navigational elements required to support the information architecture.

**COMPETENT**

The submission logically explains the primary and secondary navigational elements required to support the information architecture.

**A6A:AUDIENCE AND STAKEHOLDER NAVIGATION NEEDS****NOT EVIDENT**

The submission does not explain how navigational elements align with audience or stakeholder needs.

**APPROACHING COMPETENCE**

The submission does not logically explain how the primary and secondary navigational elements *each* align with audience and stakeholder needs. Or the navigational elements addressed are not from part A6.

**COMPETENT**

The submission logically explains how the primary and secondary navigational elements from part A6 *each* align with audience and stakeholder needs.

**B:WIREFRAME****NOT EVIDENT**

The submission does not include a mid-fidelity wireframe.

**APPROACHING COMPETENCE**

The submission includes a mid-fidelity wireframe, but the wireframe does not logically determine the layout for the homepage, is not sized for a desktop website, or does not accurately include 1 or more of the given points.

**COMPETENT**

The submission includes a mid-fidelity wireframe that logically determines the layout for the homepage, is sized for a desktop website, and accurately includes *each* of the given points.

**C1:DESIGN PROTOTYPES FOR EXISTING PERSONAS****NOT EVIDENT**

The submission does not include *each* of the redeveloped "Home," "Dog Owners," or "Cat Owners" design prototypes specified in the attached "Paradigm Pet Professionals UI

**APPROACHING COMPETENCE**

The submission includes *each* of the redeveloped "Home," "Dog Owners," and "Cat Owners" design prototypes, but 1 or more of the design

**COMPETENT**

The submission includes *each* of the redeveloped "Home," "Dog Owners," and "Cat Owners" design prototypes. *Each* design prototype uses content from the attached "Paradigm Pet

**Design Specifications.”**

prototypes do not use content from the attached “Paradigm Pet Professionals UI Design Specifications,” or the content provided does not accurately align with the corresponding persona.

Professionals UI Design Specifications.” The content provided accurately aligns with *each* corresponding persona.

**C2:DESIGN PROTOTYPE FOR NEW USER PERSONA****NOT EVIDENT**

The submission does not include a new design prototype, or it does not address *any* of the new user personas specified in the attached “Paradigm Pet Professionals UI Design Specifications.”

**APPROACHING COMPETENCE**

The submission includes 1 new design prototype, but it is not based on 1 of the new user personas, it does not include the content provided, or it is not presented in the format specified in the attached “Paradigm Pet Professionals UI Design Specifications.”

**COMPETENT**

The submission includes 1 new design prototype that is based on 1 of the new user personas, including the content provided and the format specified in the attached “Paradigm Pet Professionals UI Design Specifications.”

**C3:CONTACT FORM****NOT EVIDENT**

The submission does not include a contact form that users can complete to request a virtual consultation with a pet professional.

**APPROACHING COMPETENCE**

The submission includes a contact form that users can complete to request a virtual consultation with a pet professional, but it does not include *all* the required fields specified in the attached “Paradigm Pet Professionals UI Design Specifications.”

**COMPETENT**

The submission includes a contact form that users can complete to request a virtual consultation with a pet professional and includes *all* the required fields specified in the attached “Paradigm Pet Professionals UI Design Specifications.”

**C4:NAVIGATIONAL ELEMENTS****NOT EVIDENT**

The submission does not include primary or secondary navigation elements that support the information architecture specified in the attached

**APPROACHING COMPETENCE**

The submission includes primary or secondary navigation elements identified in Part I or positional awareness tech-

**COMPETENT**

The submission includes primary and secondary navigation elements identified in Part I and positional awareness techniques that provide the ability

"Paradigm Pet Professionals UI Design Specifications."

niques but not *all*/three. Or the primary or secondary navigation elements or the positional awareness techniques do not provide the ability to accurately identify where *each* page is located within the overall information architecture or allow users to navigate and interact between *all*/sections of the prototype, or 1 or more of the given links does not function correctly.

to accurately identify where *each* page is located within the overall information architecture, allows users to navigate and interact between *all*/sections of the prototype, and *all*/of the given links function correctly.

#### D:COMPRESSED FILE

##### **NOT EVIDENT**

The submission does not include a .pptx file or compressed .html file of the interactive desktop prototype.

##### **APPROACHING COMPETENCE**

The submission includes a .pptx file or compressed .html file of the interactive desktop prototype but does not include *each* of the given elements.

##### **COMPETENT**

The submission includes a .pptx file or compressed .html file of the interactive desktop prototype and *each* of the given elements.

#### E:PROFESSIONAL COMMUNICATION

##### **NOT EVIDENT**

Content is unstructured, is disjointed, or contains pervasive errors in mechanics, usage, or grammar. Vocabulary or tone is unprofessional or distracts from the topic.

##### **APPROACHING COMPETENCE**

Content is poorly organized, is difficult to follow, or contains errors in mechanics, usage, or grammar that cause confusion. Terminology is misused or ineffective.

##### **COMPETENT**

Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding.

## WEB LINKS

[Paradigm Pet Professionals Website](#)

## SUPPORTING DOCUMENTS

[Paradigm Pet Professionals UI Design Specifications.docx](#)