

MTD220
**User Experience (UX) Design and Web
Technologies**

Tutor-Marked Assignment 01

January 2023 Presentation

TUTOR-MARKED ASSIGNMENT 01 (TMA01)

This assignment is worth 15% of the final mark for MTD220 – User Experience (UX) Design and Web Technologies.

The cut-off date for this assignment is **15 February 2023, 23:55 hrs.**

Note to Students:

You are to include the following particulars in your submission: Course Code, Title of the TMA, SUSS PI No., Your Name, and Submission Date.

Question 1

- (a) Explain in your own words, the two dimensions of “Usefulness” in UX in the context of digital interfaces.

(4 marks)

- (b) Illustrate with **ONE (1)** example consisting of the two dimensions of “Usefulness” for a feature on a webpage/app. You need to provide a screenshot and reference the webpage/app to support your explanation.

(4 marks)

- (c) With reference to the webpage/app that you provided in 1 (b), you have been tasked to enhance the feature.

Provide **TWO (2)** research questions for each dimension of “Usefulness” that you might ask during the user research phase.

(4 marks)

- (d) The UX Stack is a universal framework that consists of key layers that fall into the UX design process of a digital project.

Highlight the UX Stack layers where the two dimensions of “Usefulness” can be found. Explain in your own words, what is in each UX Stack layer.

(10 marks)

Question 2

Refer to Figure 2. You may refer to www.youtube.com homepage for reference as well.
Do note that you are only referencing the YouTube homepage for this question.

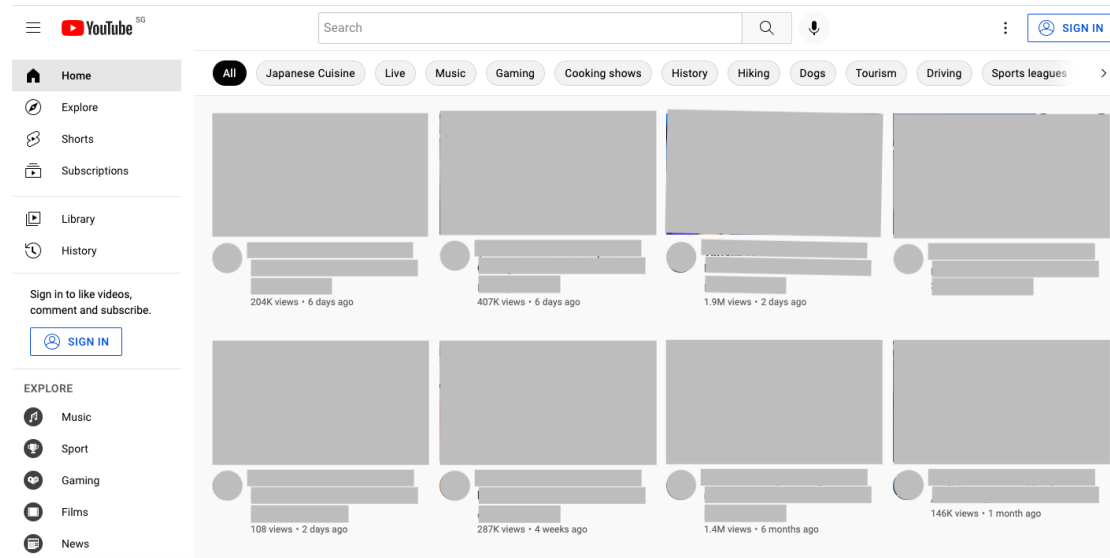


Figure 2

- (a) Using Jakob's Ten Usability Heuristics, identify **THREE (3)** good examples in Figure 2 and explain why. You may support your answers with screenshots. (9 marks)
- (b) Using Jakob's Ten Usability Heuristics, propose **THREE (3)** items that can be improved on in Figure 2. You may support your answers with screenshots. (9 marks)

Question 3

Refer to the website shown in Figure 4. You may refer to <https://www.youtube.com> for this question.

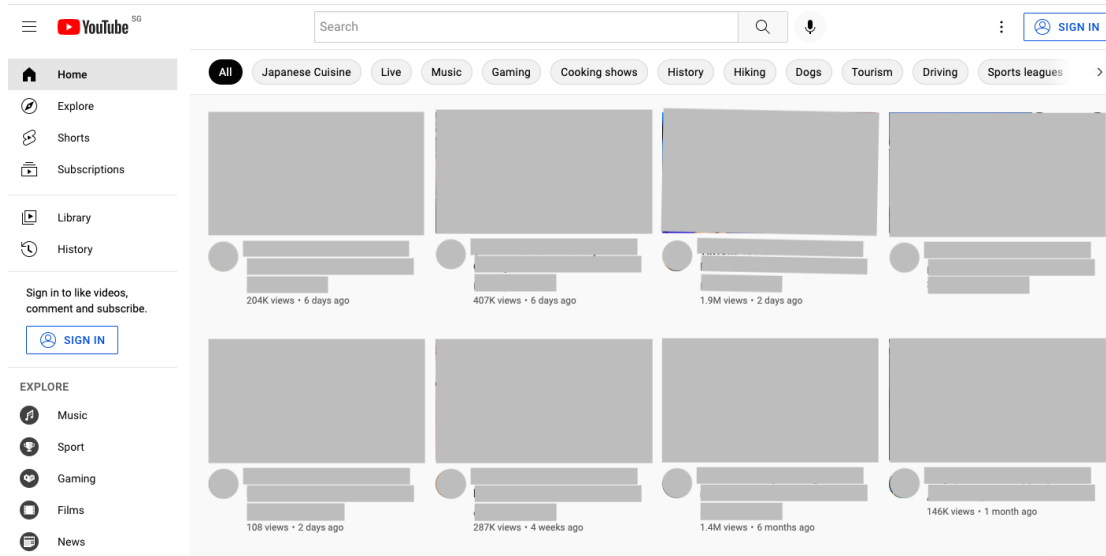


Figure 4

- (a) Explain in your own words, how and why you will apply design thinking to help you understand your users. (4 marks)
- (b) Explain the difference between Qualitative and Quantitative research methods. Discuss and describe **ONE (1)** Qualitative research method and **ONE (1)** Quantitative method that you will use to understand your users with reference website shown in Figure 4. Explain why you think these are the best method(s) to use. (10 marks)
- (c) Explain in your own words, how and why you will apply design thinking to explore the ideas. (6 marks)
- (d) Propose **ONE (1)** enhancement to the website and explain how it will improve the experience of the website. Sketch out your enhancement (e.g., a user flow) in low-fidelity. (10 marks)

Question 4

Refer to the website shown in Figure 4.

- (a) Apply the design thinking process to construct a 4-phase customer journey map for the following scenario:
Sammy wants to upload a video to YouTube and publish the video privately so that it is only available to her families and friends to view the video.

You may reference this template:

<https://media.nngroup.com/media/articles/attachments/JMTemplate.pdf>

(23 marks)

- (b) Explain in your own words, what the problem statement is and why it is important to define a meaningful, well-defined problem statement.

(4 marks)

- (c) Define a problem statement from one of the insights of the 4-phase customer journey map that you have created in Question 4(a).

(3 marks)

---- END OF ASSIGNMENT ----