

COMP1436 (2022/23)	User Experience Design	Faculty Header ID: CRN 11523	Contribution: 100% of the module
Module Leader: Dr Ralph Barthel			Deadline Date: Thursday 30/03/2023
<p>This coursework should take an average student who is up-to-date with tutorial work approximately 50 hours</p> <p>Feedback and grades are normally made available within 15 working days of the coursework deadline</p>			
<p>Learning Outcomes:</p> <p>At the end of the module the student should be able to:</p> <p>A. Demonstrate a systematic understanding of the knowledge of:</p> <p>i. the role of user experience in interactive systems development;</p> <p>ii. how cognitive psychology contributes to interactive system design; iii. the range of tools and techniques available for design and evaluation.</p> <p>B. Demonstrate the ability to apply the principles and practices in the following areas:</p> <p>i. application and evaluation of user centred design methodologies;</p> <p>ii. identifying sources of standards and guidelines and interpreting them;</p> <p>iii. critically evaluating a current area of research in User Experience and Interaction Design.</p> <p>C. Carry out a critical review of the literature and current developments in supporting disciplines of user experience design (Computer science, Psychology, HCI) that affect practice and that provide potential for innovation.</p> <p>D. Use appropriate processes to investigate user experience design problems and to research, model and design effective solutions that address these problems.</p>			

Plagiarism is presenting somebody else's work as your own. It includes: copying information directly from the Web or books without referencing the material; submitting joint coursework as an individual effort; copying another student's coursework; stealing coursework from another student and submitting it as your own work. Suspected plagiarism will be investigated and if found to have occurred will be dealt with according to the procedures set down by the University. Please see your student handbook for further details of what is / isn't plagiarism.

All material copied or amended from any source (e.g. internet, books) must be referenced correctly according to the reference style you are using.

Your work will be submitted for plagiarism checking. Any attempt to bypass our plagiarism detection systems will be treated as a severe Assessment Offence.

Coursework Submission Requirements

- An electronic copy of your work for this coursework must be fully uploaded on the Deadline Date of **Thursday 30/03/2023** using the link on the coursework Moodle page for COMP1436.
- For this coursework you must submit a single PDF document. In general, any text in the document must not be an image (i.e. must not be scanned) and would normally be generated from other documents (e.g. MS Office using "Save As .. PDF"). An exception to this is handwritten mathematical notation, but when scanning do ensure the file size is not excessive.
- For this coursework you must also upload a single **ZIP** file containing supporting evidence.
- There are limits on the file size (see the relevant course Moodle page).
- Make sure that any files you upload are virus-free and not protected by a password or corrupted otherwise they will be treated as null submissions.
- Your work will not be printed in colour. Please ensure that any pages with colour are acceptable when printed in Black and White.
- You must NOT submit a paper copy of this coursework.
- All coursework must be submitted as above. The coursework cannot be accepted by academic staff in any other form.

The University website has details of the current Coursework Regulations, including details of penalties for late submission, procedures for Extenuating Circumstances, and penalties for Assessment Offences. See <http://www2.gre.ac.uk/current-students/regs>

Detailed Specification

This is an individual piece of coursework. Critically evaluate the usability of two free music streaming services (YouTube Music and Spotify) with a focus on creating new playlists using these services. **Do not sign up for paid services to complete your coursework. Only use the free version of Spotify and YouTube Music to do your usability evaluation.** Use your findings and other UX research and design activities to develop a mid-fidelity prototype for a new music service that is targeted at the creation of music playlists. This prototype ought to focus on an interface for people to create playlists individually or as a team (for example a work team creating a shared playlist together).

The aim of the mid-fidelity prototype is to demonstrate the user experience design of the proposed music service and to present the prototype to the client. The mid-fidelity prototype should be created with Axure RP¹.

The software Axure can be downloaded (student license) via <https://www.axure.com/edu> or accessed via the CMS Virtual Desktop and UoG labs.

You may want to refer to the annotated table of contents available from the COMP1436 Moodle [page to help you structure your report](#).

¹ If there are convincing reasons why Axure cannot be used, please contact the module leader to agree on alternative software. Do not use an alternative software without permission from the module leader.

Your report needs to be presented in a logical structure and provide evidence that you have undertaken:

- Usability report:
 - Identification of formal evaluation criteria sets (e.g. Nielsen's heuristics, Benyon, etc.) and justification for the individual criteria chosen for the evaluation. (10%)
 - Evaluating and comparing two music services on usability including a heuristic evaluation that provides evidence of critical and analytical thinking (15%) and,
 - Concluding the evaluation with a discussion of take-aways and guidelines relevant for inclusion into the mid-fidelity prototype. (5%)
- Professional written communication and referencing a report of professional standard and formatting, professional writing style and English proficiency, and use of appropriate referencing in Harvard Style of relevant sources for the coursework (5%)
- Identifying and presenting relevant background information about the potential users of the music service and the creation and justification of at least two UX personas (15%)
- Identification and justification of likely activities and tasks by potential users within the proposed music service and the creation and justification for at least two concrete scenarios (15%)
- A conclusion that draws together the key facts and critically reflects on the work done. Include a critical reflection and balanced view on the completed work, consider the work's limitations and constraints, and discuss the trade-offs of the usability evaluation method used. Also discuss further development, i.e. potential next steps. (10%)
- **The development of a mid-fidelity prototype using Axure RP that includes:**
 - Clear linkage of the prototype to the points made in your report (e.g. usability report, personas & scenarios etc.). The design section in the report should demonstrate the design process and include annotated screenshots and justifications of the design and an evaluation. (15%)
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 - A mid-fidelity prototype that is functional and well-constructed and demonstrates a good understanding of User Experience Design and in which the relevant goals from the scenarios can be achieved. (10%)

Please note that you are expected to integrate at least 15 Harvard formatted academic references (peer-reviewed journal papers, conference papers, academic books) in your report. Marks will be deducted for sub-standard references, inadequate citation and poor formatting. Deliverables:

- A report (3000 words)
- A zip file with a mid-fidelity prototype (in the original file format, Axure RP)

Assessment Criteria

Please see the marking allocation for each section in the detailed specification above. The two sections are:

- Report 75%
- Mid-Fidelity Prototype 25%

Criteria for Assessment	80-100 Exceptional	70-79 Excellent	60-69 Very Good	50-59 Good	30-49 Fail	0-29 Fail
ASSESSMENT DOMAIN 1 Demonstrate a systematic understanding of the knowledge of: <ul style="list-style-type: none"> i) the role of user experience in interactive systems development; ii) how cognitive psychology contributes to interactive system design; iii) the range of tools and techniques available for design and evaluation. 	Demonstrates exceptional systematic understanding of User Experience Theories, Processes and Principles and their application to a given practical design task. All activities are underpinned by an exceptional understanding of relevant theory and HCI best practices.	Demonstrates excellent systematic understanding of User Experience Design Theories, Processes and Principles and their application to a given practical design task. All activities are underpinned by an excellent understanding of relevant theory and HCI best practices.	Demonstrates very good understanding of User Experience Design Theories, Processes and Principles and their application to a given practical design task. There is evidence that relevant theory and HCI best practices have been applied effectively in the design process.	Demonstrates overall a good understanding of User Experience Design Theories, Processes and Principles and their application to a given practical design task.	There is evidence that at least some User Experience Design Theories , processes and principles have been studied and partly followed and applied to the given design task.	There is hardly any engagement with relevant User Experience Design Theories theory, principles and processes. Design decisions are not based on engagement with background literature.

<p>ASSESSMENT DOMAIN 2</p> <p>Demonstrate the ability to apply the principles and practices in the following areas:</p> <ul style="list-style-type: none"> i) application and evaluation of user centred design methodologies; ii) identifying sources of standards and guidelines and interpreting them; iii) critically evaluating a current area of research in User Experience and Interaction Design. 	<p>The assignment shows an exceptional understanding of design research, methodologies and their applications in the UxD process. An exceptionally well thought out research design has been presented.</p>	<p>The assignment shows an excellent understanding of design research, methodologies and their applications in the UxD process. An excellent well thought out research design has been presented.</p>	<p>The assignment shows a very good understanding of design research, methodologies and their applications in the UxD process. A very good research study design has been presented. The research design might have a few shortcomings or lack justification.</p>	<p>The assignment shows a good understanding of design research, methodologies and their applications in the UxD process. A sound research study design has been presented. The research design will have gaps or lack in justification.</p>	<p>The assignment shows a basic understanding of design research, methodologies and their applications in the UxD process. The research design might have shortcomings or lack justification. The rationale and justification for the research are having gaps.</p>	<p>The assignment lacks an understanding of design research, methodologies and their applications in the UxD process. The presented research design is missing major elements and steps. A clear rationale and justification for the study design are missing.</p>
<p>ASSESSMENT DOMAIN 3</p> <p>Carry out a critical review of the literature and current developments in supporting disciplines of user experience design (Computer science, Psychology, HCI) that affect practice and that provide potential for innovation.</p>	<p>An exceptional use of a significant number of suitable academic references to support the writing. References are all appropriately formatted and presented.</p>	<p>An excellent use of a significant number of suitable academic references to support the writing. References are all appropriately formatted and presented.</p>	<p>A very good use of a number of suitable academic references to support the writing. References are mostly appropriately formatted and presented. There is scope for the inclusion of more references in</p>	<p>A good use of a number of suitable academic references to support the writing. References are by and large appropriately formatted and presented. There is scope for the inclusion of more references in different sections to support the writing and there is scope for the</p>	<p>The assignment shows a lack of engagement with suitable academic literature. The formatting of references or their origin might not be best suited for the task. References might be missing or be incomplete. Not all</p>	<p>There is hardly any engagement with suitable references and academic scholarship standards that are expected at this level will have not been met in terms of formatting, types of references and integration of background literature.</p>

			different sections to support the writing.	inclusion of more relevant readings.	references will be the most relevant.	
ASSESSMENT DOMAIN 4 Use appropriate processes to investigate user experience design problems and to research, model and design effective solutions that address these problems.	An exceptionally well crafted and thought-out prototype has been presented. The prototype is suitable to evaluate the assumptions that have been made in the research and it can be seen as exceptional learning tool for designers. An exceptional implementation of established User Experience Design principles can be evidenced in the prototype.	The prototype is suitable to evaluate the assumptions that have been made in the research study and it can be seen as excellent learning tool for designers. An excellent implementation of established User Experience Design principles can be evidenced.	A very good prototype has been presented. The prototype is suitable to evaluate at least some of the assumptions that have been made in the research study and it can be seen as suitable learning tool for designers. A very good number of established User Experience Design principles can be evidenced in the submitted prototype. There are clear links to the rest of the report.	A good prototype has been presented. The prototype is at least suitable to evaluate at least some of the assumptions that have been made in the research study and something can be learned from the prototype. Established User Experience Design principles can be evidenced in the submitted prototype and there are good links to the rest of the report.	The prototype that has been submitted has shortcomings. The scope of the prototype might be too insubstantial and/or not many established User Experience Design principles can be evidenced. There are no clear links to the rest of the report and the research study that needed to be designed.	The prototype that has been submitted has serious shortcomings. The scope of the prototype might be too insubstantial and/or hardly any established User Experience Design principles can be evidenced. There are hardly any links to the rest of the report and the research study that needed to be designed.

<p>ASSESSMENT DOMAIN 5</p> <p>Professional written communication and referencing</p>	<p>The coursework is exceptionally well structured and organised. The written English is of an extremely high standard and observes all academic conventions in style and content. The assessment flows exceptionally well and is a pleasure to read. Exceptional use of the Harvard referencing style both in the in-text citations and the reference list.</p>	<p>Excellent structure and very well organised ideas. The written English is of a very high standard and the work observes all academic conventions in style and content. Excellent flow and style and a pleasure to read. Excellent use of the Harvard referencing style both in the in-text citations and the reference list.</p>	<p>A very good structure with clear presentation and organisation of ideas. The work observes almost all academic conventions in style, content and is presented well, mostly using Standard English throughout. The majority of this work uses a style which flows well. Very good use of the Harvard referencing style both in the in-text citations and the reference list with some minor inconsistencies.</p>	<p>A good structure for the most part. The work observes many academic conventions in style and content and is mostly presented in Standard English, with some errors and omissions. Some sentence structure also needs revision, and this can affect the flow of your work in places. Good use of the Harvard referencing style both in the in-text citations and the reference list with some inconsistencies.</p>	<p>The coursework may have a suboptimal structure, gaps in the expected content and the work is having a fair amount of errors in Standard English. It lacks academic style and does not flow well. Further proof-reading clearly needed and additional support for academic writing. Confusion about the Harvard referencing style both in the in-text citations and/or the referencing list with some important inconsistencies and omissions.</p>	<p>Hardly any structure presented, gaps in the expected and the assessment includes a significant number of errors in Standard English. It lacks academic style and this impedes flow. Further proofreading clearly needed and additional support for academic writing. Lack of understanding about the Harvard referencing style both in the in-text citations and/or the referencing list with some significant inconsistencies and omissions. There is a clear need for academic support.</p>
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