

VMD 127

USER EXPERIENCE

FINAL PROJECT

Purpose

Develop a process/portfolio documenting your UX process and presenting the portfolio in a professional manner. Demonstrate your high-fidelity prototype as part of the presentation.

Task

1) Digital Portfolio

Design and produce a digital portfolio of your UX process from start to finish.

Make any changes/edits as indicated in graded documents. Documents to include:

1. Cover sheet with product name and your name
2. Project brief
3. Learning summary from competitive analysis
4. Learning summary from user survey
5. Two personas with scenarios and user stories for each.
6. Information architecture diagram or screen flows
7. Two user task flows with short description of task
8. Learning summary from paper prototype (lo-fi) user testing results.
Include a photo or two of paper prototype
9. Digital wireframes (medium fidelity prototype) (2–6 screens)
10. Learning summary from clickable prototype user testing results
11. Style Tile
12. Screen shots from 4–6 screens of hi-fi prototype
13. Link to hi-fi prototype

2) Interactive Prototype

Based on the feedback in class, make the needed changes to your screens and prototype. Make sure your link to the prototype works, and that you've set permissions so I can interact with the prototype until it is graded in mid-December. Prototypes that I cannot access will be given a grade of 0.

3) Presentation

Each student will make a 5-minute presentation of the "story" of their project, highlighting the main learnings of the process and what changes were made to incorporate the learnings. Then walk us through the prototype itself.

Rubric

Final Project is worth 150 points.

Interactive Prototype = 50 points

Digital Portfolio = 75 points

Presentation = 25 points

Due Date

All materials due: Friday, December 11, 9:00am