Indicative Assessment Map

What follows is an indicative map of the assessment for this *Course*. In *Lab 1* there is a *Proposal Template Form* and some ideas, but these are just intended as a template: you don’t have to use that specific format. Below are some more general ideas and these are linked in to a *Road Map* of the *Course Materials* and what *Formats* you can submit in.

There are two deliverables in *Week 11*: a *High-fidelity App Prototype Design* (Group) and a *Project Proposal* (Individual).

They are worth *50%* of the overall *Module* mark each.

Note after *Week 7* the *Lab* content will focus completely on your project development, rather than on pre-assigned activities.

**Project Proposal**

Your *Project Proposal* should contain aspects of the *Lab Activities* you did each week and the results of your group discussion and analysis; these are collected together into an ongoing *Development Diary*, which forms the basis of your individual submission. This is the *Proposal*. The actual design, or prototype, is then the group submission.

The *Proposal* focuses on your individual contribution (1-2,000 words) and will be a collection of notes expanded from the *Development Diary*.

Below is an example.

1. **Introduction (200-400 words)**

*Content from Week 1 (Introduction) Labs used here*

What is the main idea, explain the background and your specific interest in the area. This should be an expansion on the *Abstract*. Think as well about the title of your project.

1. **Usability and Background Research (400-800 words)**

*Content from Week 2 (Usability) and Week 3 (Commercialisation & Surveys) Labs used here*

Conduct a *Usability Analysis* of similar apps or products in the area you have identified. Make the case for the app through market validation employing user-stories and example surveys.

1. **Design and Development Process (400-800 words)**

*Content from Week 4 (Wireframing – Prototyping), Week 5 (Navigation & App Design), Week 6 (HTML, CSS* and *JavaScript) and Week 7 (Unity) Labs used here*

Go through the steps you took to design and implement each process involved in the project. Use illustrations where possible and document the rationale behind each choice of tool and methodology you used. Provide a *Navigation Map* and an analysis of it.

1. **Conclusion (400 words)**

Talk about what steps you might have taken differently, how you encountered and overcame obstacles, what you learned in the process. Also, how you would expand the project if given the opportunity.

***High-fidelity App Prototype Design***

The second submission is a *high-fidelity app*, or product *prototype* design. This will be one submission for the whole group. To create this, you will use *Figma*, but you can also produce a *.HTML* webpage, to accompany the *Figma* design, or a *Unity app* .*apk*. Note that there is no need for code to get a good mark, but if you want to you can incorporate it through the *.HTML* or *Unity* (*C#*) routes.

This deliverable can take the form of:

1. A *Figma Navigation Demo*
2. A video of a *Website Design* with a *Figma* blueprint
3. A *Unity* app .*apk*