

COMP2009 – Software Engineering and HCI

Coursework for HCI part (Ann Blandford)

Aims:

1. To gather and present user requirements for a travel booking website.
2. To produce a persona and a scenario for the website.
3. To sketch designs for the screens that correspond to the scenario of use.
4. To evaluate an *existing* travel website for both basic usability and the extent to which it satisfies the user requirements you have identified.

Deadline: 25th November 2009 noon – CS Departmental Office

Submission: Hand in a paper copy, with coversheet attached, at the CS Reception Desk, 5th floor Malet Place Engineering Building. Make sure you read and understand the plagiarism declaration before you sign the coversheet and submit your work. In particular, the work you submit for assessment must be the results of your own efforts. People who are not students (or at least not CS/IM students) will make better participants for both requirements and evaluation studies.

Marking: Graded coursework, worth 3.3% of the total marks for this module

The Coursework Brief:

You should complete one design lifecycle for a travel booking website. Since it is difficult to conduct an evaluation of a very early prototype, you will switch attention from your own design to an existing website for the final step. Examples of websites you might choose to evaluate include:

- <http://www.opodo.co.uk/>
- <http://www.easyjet.com/>
- <http://www.expedia.com/>
- <http://www.raileurope.co.uk/>
- <http://www.eurostar.com/> or
- <http://www.nationalexpress.com/>

Select one website of your choice – it doesn't have to be in this list as long as it supports travel booking.

Task 1: Gather and present user requirements

1. Gather user data from a couple of people, using what you learnt in lectures 2 & 3 to plan and conduct the study.
2. Present your findings in terms of a hierarchical task analysis and also list the core concepts that people work with when planning and booking travel, using what you learnt in lecture 4.

Deliverables:

1. A brief account (up to 400 words) of how you planned and conducted the study;
2. A HTA;
3. A list of concepts.

Task 2: Develop a persona and scenario

Present one persona and one scenario of use, based on your user requirements analysis, based on what you learnt in lecture 7.

Deliverables:

4. A brief account (up to 200 words) of why you chose the particular persona and scenario that you have presented;
5. A persona (up to 250 words);
6. A scenario (up to 250 words).

Task 3: Produce a storyboard for your chosen scenario

You might produce a storyboard drawing by hand, or using a drawing tool or powerpoint. You are *not* expected to implement any form of functioning prototype. The storyboard should be self-explanatory to the reader, and clearly based on the earlier requirements representations. You should present brief justifications for the main design decisions. You should draw on what you have learnt in lectures 5-8.

Deliverables:

7. A brief account (up to 600 words) of your main design decisions (in terms of design principles, design patterns, etc.);
8. An annotated storyboard.

Task 4: Evaluation of an existing travel website

Finally, you should plan and conduct an evaluation study of an existing travel website. You should complete a Heuristic Evaluation of your chosen site and also involve 2 participants in a user study. You should base your planning on lecture 2, and your evaluation on lectures 9 and 10.

Deliverables:

9. A summary (up to 300 words) of the main findings from your Heuristic Evaluation, noting both strengths and weaknesses of the website; you do *not* need to include the full HE unless you wish to do so. Don't forget to tell me what site you have chosen to evaluate!
10. A brief account (up to 400 words) of how you planned and conducted the user study;
11. A summary of the findings from your user study (up to 200 words);
12. A brief account reflecting on how well your chosen site satisfies the user requirements that you identified in Task 1 (up to 300 words).

As well as using the lecture notes, you are encouraged to refer to the course text book and other relevant HCI texts.

This coursework has been designed to help you develop a range of skills that should be useful to you, not just in the assessments for this course but in all future design activities that you undertake. I hope you enjoy it!

Ann Blandford

9th October 2009