|  |  |  |  |
| --- | --- | --- | --- |
| **COMP1773 (2021/22)** | **User Interface Design (COLLAB)** |  | **Contribution 100% of module** |
| **Module Leader Dr Annemarie Zijlema** | **Coursework** |  | **Deadline Date :**  **16-12-2021** |
| This coursework should take an average student who is up-to-date with tutorial work approximately 50 hours  Feedback and grades are normally made available within 15 working days of the coursework deadline | | | |
| **Learning Outcomes:**  By the end of this module students will be able to:   1. identify and discuss the issues, principles and practices involved in developing and evaluating interfaces for interactive applications; 2. demonstrate an awareness of human-computer interface standards and guidelines; 3. select and apply appropriate principles, concepts and models within a user-centred design process for the development and evaluation of interactive system interfaces; 4. propose and design solutions that are suitable to different users and contexts.   Ethical, Legal, Social & Professional Issues. The student will: understand and apply the ethical and social implications of accessibility policies and legal standards plus the professional standards and codes of conduct; appreciate the impact of user interfaces on the individual and society.  Personal and Employability Skills. The student will: develop high level cognitive skills with respect to relating theoretical concepts to practical implementations; develop high-level key personal capabilities in problem solving and decision making, in communication skills, in working with others, and working to deadlines; present work in a variety of ways including a report and a demonstration.  **Plagiarism policy**  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 electronic 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 **final work** for this coursework must be fully uploaded by midnight on the Deadline Date of **16-12-2021**using the link on the Moodle page for COMP1773.
* For this coursework, there is an opportunity for **interim feedback** in the **labs** of your work to date due date.This interim feedback is optional, but will enable you to get feedback, which should help you to get a better grade.
* For this final coursework, you must submit a single Acrobat 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"). More details are on the IT Support pages. An exception to this is hand written mathematical notation, but when scanning do ensure the file size is not excessive.
* For this final coursework, you must also upload **a single ZIP file** containing supporting evidence i.e. your mid-fidelity prototype.
* There are limits on the file size (current values are on Moodle).
* 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 be marked online and comments on your work and a provisional grade will be available from Moodle. A news item will be posted when the comments are available, and also when the grade is available in BannerWeb.
* You must NOT submit a paper copy of this coursework, or include the Banner header sheet.
* All courseworks must be submitted as above. Under no circumstances can they be accepted by academic staff.

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 work

For this coursework, you are to design a User Interface that would demonstrate understanding and application of all considerations discussed throughout the User Interface Design lectures and tutorials, as per below:

Today, 54% of the world’s population lives in urban areas, a proportion that is expected to increase to 66% by 2050. As a result, millennials typically live with flatmates, however, finding a good flatmate nowadays appears to be challenging given the increasing number of people living in cities. Your task is to design a mobile experience in the form of a mid-fidelity prototype for millennials that allows them to find their ideal flatmate in London. The experience must support both people looking for a flatmate, as well as those looking for a flat. Feel free to use your creativity when thinking about this. All of the above must be considered in the user interface, but they do not need to be included in one screen. Make sure it is clear in your designs how the user navigates between the various screens. You must sketch/design **at least two** alternative interface designs and justify which alternative you prefer based on an appropriate evaluation. The final prototype should provide a vehicle to conceptualise and envision the proposed mobile experience with the aim of providing ‘proof of concept’. Please note that it is the application of the User Interface Design theory that is most important.

# Deliverables

* **A Final Report:** This will be **your final report** that should be around 4,000 words, it should be presented in a *professional structure* and it should be underpinned by academic references in the Harvard style. Marks will be deducted if referencing is not used appropriately.
  + Background which should consist of: (A) background, (B) discussion of relevant considerations in user interface design, and (C) a review of relevant guidelines and standards. You must discuss how all of the above will be incorporated into the design of your mid-fidelity prototype. (20%)
  + User groups. A justified identification of two appropriate user personas and two scenarios relevant to the design of your mid-fidelity prototype. (10%)
  + Visual Design. A discussion, selection and application of the concepts of colour theory, font terminology, layout design and graphic design elements in the design of your mid-fidelity prototype. (15%)
  + Evaluation. Discussion, justification and usage of relevant evaluation techniques. (15%)
  + Critical Reflection which should critically reflect on your own personal experience of designing a user interface for a prototype, alongside discussing what you have learned, how it could be improved, and how you will apply this in practice. This must not be a summary of the report. (10%)
* **A zip file with your mid-fidelity prototype(s)**. Clear linkage between the points discussed in the report and the prototype should be demonstrated, which will provide evidence of effective User Interface Design. Prototypes should be annotated in the report to explicitly demonstrate this linkage. (30%)

**Assessment Criteria**

For the assessment criteria, please see the table below.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Criteria for Assessment** | **80-100**  **Exceptional** | **70-79**  **Excellent** | **60-69**  **Very Good** | **50-59**  **Good** | **40-49**  **Satisfactory** | **30-39**  **Fail** | **0-29**  **Fail** |
| **Demonstrate comprehensive understanding of the subject focusing upon the knowledge required to effectively design a user interface prototype**  **ASSESSMENT DOMAIN 1**  (Content, knowledge and understanding) | Demonstrates exceptional critical understanding when discussing the design of a user interface prototype.  Exceptional acquisition of comprehensive and detailed knowledge through which you critically analyse the route to design this. You demonstrate exceptional critical understanding of the materials covered in the module which relate to the above | Demonstrates excellent critical understanding when discussing the design of a user interface prototype. Excellent acquisition of comprehensive and detailed knowledge through which you critically the route to design this. You demonstrate excellent critical understanding of the materials covered in the module which relate to the above. | Has researched into the routes to designing a user interface prototype and demonstrates a very good critical understanding.  Comprehensive and detailed knowledge is presented at a very good level and you are able to provide very good critical analysis of the route to design this. You demonstrate very good critical understanding of the materials covered in the module which relate to above | Has researched into the routes to designing a user interface prototype and demonstrates good critical understanding.  Detailed knowledge is presented at fairly good level and you are able to provide some good critical analysis of the route to design this. You also demonstrate a fairly good understanding of the materials covered in the module. | Routes to designing a user interface prototype are discussed with limited accuracy and several omissions. You demonstrate a satisfactory level of understanding, but it is less critical and provides a description rather than an analysis and lacks criticality.  Satisfactory understanding of the way concepts presented are related– with clear omissions. Overall a satisfactory attempt at this criteria. | Confusion about routes to designing a user interface prototype and several omissions. Provides little evidence of analysis. There is insufficient evidence of understanding of the materials covered in the module. There is a clear lack of criticality needed at level 5. | Very confused about routes to designing a user interface prototype with many omissions.  Unacceptable lack of evidence of any analysis. There is little or no understanding of the materials covered in the module. There is no evidence of criticality needed at level 5. |
| **Demonstrate that you have drawn upon a range of relevant reading and research into user interface design and contextualised this into the design of the prototype.**  **ASSESSMENT DOMAIN** | An extensively wide range of current and appropriate literature is presented to support your strong arguments and different perspectives, and you provide exceptional commentary into user interface design work. An exceptional ability | You provide an extensive range of current and appropriate literature to support your strong arguments and different perspectives, and you provide excellent commentary into | A very good range of appropriate literature is used. Views are discussed and arguments presented with reference to this literature, and there is evidence of very good application of established techniques and research when | Some good relevant reading is evident and demonstrates good understanding of the issues. There is evidence of some use of established techniques and research when designing a prototype. There is also some evidence | Satisfactory reference is made to background reading, but it is limited in nature and draws on a restricted number of authors. There is some evidence that the literature has helped to inform your designs and satisfactory evidence | There is a failure to engage with enough relevant literature and, where background reading is referred to there is little evidence that it has been understood. You have little understanding of the techniques | There is almost no evidence of engagement in relevant background reading. There is no real understanding of the techniques needed designing a prototype. You need to spend |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **2**  (Range and Relevance of Research Informed Evidence) | to apply established techniques and research when designing a prototype | user interface design work. An excellent ability to apply established techniques and research when designing a prototype | designing a prototype. There is also evidence of very good commentary on aspects of current research. | of good commentary on aspects that are mostly current research. | of application of some techniques and research when designing a prototype. | needed for designing a prototype. You need to read much more widely and improve your understanding and the research that supports it. | time researching and engaging with module materials to develop an understanding into this and the research that supports it. |
| **Evidence that you have used this research into the formulation of the report and the design of the prototype, to make critical arguments, and to provide a well-informed problem solving that demonstrate intellectual clarity**  **ASSESSMENT DOMAIN 3**  (Cognitive/Intellectual Skills) | An exceptional ability to devise and sustain a critical argument based on research. An exceptional understanding of the knowledge available around user interface design. Very strong and well-justified approaches to designing a prototype are presented. You critically evaluate the research you have undertaken in the field. | An excellent ability to devise and sustain a critical argument based on research. Excellent understanding of the knowledge available around user interface design. Strong and well-justified approaches to designing a prototype are presented. You critically evaluate the research you have undertaken in the field. | You demonstrate a very good ability to devise and sustain a clear argument based on research. Very good understanding of the knowledge available around user interface design. Very good and justified approaches to designing a prototype are presented. In places you do a very good job of critically evaluating much of the research you have undertaken. | You demonstrate a good ability to devise and present a mostly clear argument using your understanding of the knowledge you have gained and based on research.  You present evidence of clear and at times justified approaches to designing a prototype. There is some good evidence of critical commentary in places, although it can be descriptive in places. | A satisfactory ability to present some elements of an argument using your understanding of the knowledge you have researched. You present some evidence of an approach and some exploration of this. There is satisfactory evidence of some critical commentary in places, although it is too descriptive. | Little in the way of argument is provided to demonstrate your understanding of knowledge and research available. You present no real approach and explore very little literature around this. There is very little (if any) critical commentary presented and research is described rather than evaluated. | No argument is provided to demonstrate your understanding of knowledge and research available. You present no evidence of an approach and no real exploration of any literature. Any commentary is descriptive and does not demonstrate level 5 criticality. |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Coursework is written in coherent Standard English, is well structured and well presented in an appropriate academic style.**  **ASSESSMENT DOMAIN 4**  (Communication, Organisation and Presentation) | This 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. | 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. | 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. | 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. | The structure is satisfactory overall but does need improvement. Many errors appear in the use of Standard English (possibly due to poor proof reading). The work does not flow well in several places and this affects clarity. | Little structure and the work is hampered by errors in Standard English. It lacks academic style and does not flow well. Further proof reading clearly needed and additional support for academic writing. | No structure presented and the assessment includes a significant number of errors in Standard English. It lacks academic style and this impedes flow.  Further proof reading clearly needed and additional support for academic writing. |
| **Coursework referencing and sourcing is correct**  **ASSESSMENT DOMAIN 5**  (Referencing, sourcing, acknowledging and coverage) | Sources used are, without exception, acknowledged in the text and the reference list/bibliography, using correct citation and based on the Harvard style– including online sources. Follows an exceptionally strongly professional approach to academic practice. | Sources used are all acknowledged in the text and the reference list/bibliography, using correct citation and based on the Harvard style – including online sources. Follows an excellent, professional approach to academic practice. | Sources used are almost all acknowledged in the text and the reference list/bibliography, mostly using correct citation and mostly based on the Harvard style – including most online sources. A very good approach to academic practice. | Literature is not always correctly referenced within the text and/or reference list/bibliography. The Harvard style is not always used. Almost all texts are included in bibliography. Reading list is good in terms of number of sources. | The coursework includes citations within the main body and has a reference list  /bibliography. However, this referencing is often inaccurate and/or there are several omissions. The Harvard style is often not used. Reading list is short and limited. | The reference list/bibliography and the use of Harvard style have many errors in their layout. Many references in the main text are incomplete or incorrect, and may be missing from the bibliography. You need further support with this. | The coursework lacks a reference list/ bibliography or it is incorrectly laid out. The Harvard style has not been followed and you need further support with this. |