



## **Diploma in Software Development**

**CS104**

**UX Principles II**

**(NZQF Level 5, 15 credits)**

**Assessment 1**

# **UX Research Document**

**Weighting within course 50%**

## Candidate's Assessment Instructions

- This assessment is an **open book activity**, you can use your own course and review notes as well as offline or online resources, such as textbooks or online journals.
- You will each submit the identical piece of work separately for the work that requires collaboration.
- You can always ask your online tutor if you need further explanation or if the instructions are not clear.
- The purpose of this assessment is to assess your knowledge. As part of your academic and professional integrity, you must work alone on this assessment. In the event YooBee suspects collusion, this will be addressed. For more information on plagiarism, please refer to the Student Handbook.
- Submit your completed assessment online in the correct space provided.
- Marks and feedback will be returned within 15 days of the submission date.

## Submission/Deliverables of your Work

Submissions are accepted only via a YooBee Online and all files should be submitted in a single zip file including:

### UX Research and Analysis Document

- A \*.pdf file containing your individually collated UX research & Analysis
- A \*.pdf file containing your presentation
- A link to the recorded presentation.

## Success Criteria

You need to achieve **50% or more** of the marks to pass this course.

- You are allowed a maximum of three attempts. The maximum percentage to be awarded on a second and third assessment attempts is 50%.

## Learning Outcomes (LO)

1. Explore key principles, techniques and tools used in the design of the application.
2. Analyse creative design solutions and art assets for the application.
3. Interpret critique under supervision, to improve design concepts for the application, and contribute to the learning and performance of other students.
4. Review individual learning, practices, and strategies as part of a game design and art team for the application.

## Project Scenario (Native Apps-iOS/Android)

A client has commissioned your team to improve their mobile application.

You will be researching and designing an AI powered native app (Siri, Chatbot) or a mobile game app (Minecraft) or a native mobile app (Weather, Health, Clock, Instagram) for a hypothetical client.

## Objective

The aim is to reflect on your learning and development practices and strategies as UX designers for mobile app development. Knowledge gained from this project forms part of your design-thinking toolset for use when designing digital products such as native mobile apps, mobile games, AI based mobile apps for the market.

By completing this assessment, you will be able to

- Design a UX research document for a native mobile app which will help you familiarize with research and analysis aspects of the UX design process.
- Demonstrate an understanding of the principles, the different UX research methods of finding out user and business needs of the chosen Mobile App.
- Use the tools and best practices for the design of content and user experience for this Mobile App.

## Assessment 1 Tasks

Create a UX research document which portrays you as a UX Designer.

Select a native mobile app to base your hypothetical client on in collaboration with others.

Conduct research in collaboration, sharing information.

Analyse information individually and collate the data yourself for submission with your own interpretation, format, and wording.

Tip: Choose features that can be completed within the project timeframe.

Step through and document the UX design process, in-order:

### Objective & Strategy (LO1)

Given a hypothetical discussion with the client, your team attempts to establish the client's business needs, then their user's needs, their target audience as well as competitor information & inspiration.

Specify the Mobile App clearly on which you conduct the UX Research. Describe what business needs this Mobile App fulfils and what functionalities clients would expect from this Mobile App. This will be helpful to understand the idea and context of the mobile app.

Find out who your client's target audience is. Information you want to gather can include:

- age
- gender
- culture
- IT gaps / technological skill level
- literacy level
- occupation

After the SWOT analysis of the competitor's app, you figure out how you can help your client compete and form some assumptions about what changes need to be made to the client's Mobile App.

Competitor analysis should be conducted as follows. For this, you must source out two main streams of information:

1. Direct competitors. Show examples from their mobile app, try to find out about their pros/cons.
2. Inspiration. Not necessarily from a competitor, but mobile apps or companies that display their UI and guide their user well should be taken as inspiration.

While analysing different competitor mobile apps, thoroughly research how the different UI elements like list, navigation, cards, notifications, progress are laid out. Additionally, for an AI based mobile app like chatbot, for example, search for how the chatbot is laid out on top of the main page.

### Research (LO1)

Conduct research to find out if your assumptions are true, as well as any additional info. Collate the research into:

1. Tasks for the user to complete when you observe them using the Mobile App.
2. Observations when a real user tries the Mobile App.
3. Qualitative, open questions asked to the user after they test the Mobile App, and responses captured.
4. Quantitative, closed questions given to the user in a Survey, possibly via Survey Monkey.

*Following is a guide for completing the research.*

During observation, you should be looking for "pain points" / frustrations. When not providing tasks, the observer should remain quiet and simply observe the following when their user tests the mobile App:

- Difficulties the user has.
- Eye movement (can be recorded with consent).
- The exact time it takes for the user to complete certain tasks.
- Any time the user seems unsure or hesitant.
- Any time the user misses a necessary or seemingly obvious UI.

When you've finished observing your user, interview them to ask open questions about some of the events you observed. You should narrow the focus of each question to the following options:

- Help understand your target users' goals, needs, behaviours, or expectations.
- Help set the sitemap by prioritising items that are most needed for your target users.
- Uncover new possible features or items based on unmet needs in your target users.
- Decide among design alternatives, leading you to select the solution that your target users are most likely to prefer.
- Highlight what might disengage, support, or does not matter to a user.
- Identify opportunities to enhance the user experience.

### **Analysis (LO1, LO2, LO3)**

Present your collected data in any combination of tables, graphs. Please provide clearly written summaries.

Use the information provided from research to define 3 personas as hypothetical, potential users of this mobile app. Try to think of how that person decided they want to use the Mobile App, or how they accidentally ended up using one. Explain your results, compare them to your assumptions from the Objective & Strategy.

List what needs to be done to improve the mobile app, include features/fixes and provide explanations. This is treated as a description of content you plan to implement.

Produce a final, clear plan, going forward. Lastly, now that you have your content, use card-sorting to try and organize all the mobile app's information to practice Information Architecture.

### **Presentation (LO3, LO4)**

Summarize all your findings in a presentation of no more than 20 minutes. Make sure to distribute the topics for your presentation with your peer so that all aspects of the findings are covered. During the presentation, you will be graded on how much you contributed. You will record this presentation using Zoom or Microsoft Teams. Conduct the presentation as if you are presenting live to the client. Submit the link to the recorded presentation (stored in OneDrive or Google Drive or similar) as per the assessment submission instructions.

## Performance Criteria (Rubric)

Criteria & Weighting		D Range D- D D+	C Range C- C C+	B Range B- B B+	A Range A- A A+
<b>Objective &amp; Strategy</b> (LO1)	<b>20%</b>	Poorly address the needs. Competitor information and inspirations need improvement.	Addresses the needs, but appropriate to a specific target audience. Competitor information, inspirations and assumptions are minimal.	The client is identified. Their business needs, user needs, target audience and competitor information & inspiration have been outlined in sufficient detail. The assumptions address an audience but may not address their needs fully.	The client is clearly identified. Their business needs, website user needs, target audience, competitor information & inspiration as well as assumptions moving forward have all been outlined in excellent detail.
	<b>30%</b>	Poorly demonstrate the effort. Poor data and analysis have been gathered.	Minimal data and analysis have been gathered. Observation tasks, open interview questions and answers, closed question survey and discussions demonstrate sufficient improvement.	A limited data and analysis have been gathered. Observation tasks, open interview questions and answers, closed question survey is helpful and make sense.	Clear data & analysis has been gathered. Observation tasks & results, as well as open interview questions & answers are relevant and clearly address the problems and shown & discussed. Closed question survey is thoughtful, straightforward and results are shown in graphical form and discussed to provide context & clear understanding.
<b>Analysis</b> (LO1, LO2, LO3)	<b>30%</b>	Data gathered from research has been used poorly to describe 3 personas. Poor conclusion and poorly used card sorting.	Data gathered from research has been used minimally to describe 3 personas. The conclusion explains minimal needs of the website. Card sorting is used minimally.	Data gathered from research has been used sufficiently to describe 3 personas. The synthesis/conclusion has been made in written form that explains some final understanding of the needs of the website regarding its users and business's needs. Assumptions are revisited after the research. Card sorting is evident and has been used to move some of the site's information into rational categories.	Data gathered from research has been used excellently to describe 3 personas. The synthesis/conclusion has been made in written form that clearly explains final understanding of the needs of the website regarding its users and business's needs. Assumptions are revisited after the research. Card sorting is evident and has been used to move all the site's information into rational categories.
<b>Aesthetic / Quality</b> (LO2)	<b>10%</b>	Poor standard of information presented in terms of layout and readability.	Minimally acceptable standard of information presented in terms of layout and readability.	Information presented in terms of layout and readability is unacceptable standard.	Information is presented to a high standard in terms of layout & readability.
<b>Presentation</b> (LO3, LO4)	<b>10%</b>	Poor contribution to the presentation. Presentation quality is poor.	Minimal contribution to the presentation. Presentation quality is minimal	Sufficient contribution to the presentation. Presentation quality is sufficient.	Contribution to the team presentation is excellent and evident. Ownership has been taken over equally portioned sections of the presentation. Excellent presentation quality is maintained for the respective section discussed.
<b>Total</b>	<b>100%</b>				