

The report	Tips	Maximum Marks
A critical discussion of current issues in user interface design, as well as a review of current guidelines and standards, including consideration of legal, social and ethical issues, and how those will be incorporated into the development of your low-level prototype;	<p>This should provide evidence of research into current topical areas, which may include e.g. adaptive vs. responsive design, different screen sizes, OS and input methods. It should also cover guidelines e.g. ISO, from industry (Apple, etc.), gurus such as Nielsen, as well as any social or ethical issues.</p> <p>The work should be underpinned by academic references and there should also be evidence of how the research results will feed into the final design.</p>	20
A justified identification of at least two appropriate user personas and two scenarios relevant to the development of your low-level prototype;	This should cover the production of user personas and scenarios that are relevant to the target user group(s). The design and evaluation of the prototype will be informed by those.	10
A critical selection and application of the concepts of colour theory, font terminology, layout and the graphic design elements in the visual interface design of your low-level prototype;	The key issue is that you briefly discuss the possibilities in these areas, and then select and fully justify the ones you will use by using academic references to support key points.	15
Justification and usage of relevant evaluation techniques;	A range of techniques should be briefly discussed and applied e.g. cognitive walkthrough, GOMS, heuristic evaluation. You should also provide evidence of the justification and usage of relevant techniques. Academic references should be used to support key points.	15
A conclusion drawing together the key facts that would provide evidence of ‘proof of concept’ to relevant parties.	The conclusion should introduce no new facts and should provide evidence that the work would be taken further.	10
A zip file with your low-fidelity prototype, and clear linkage between the points discussed in the report and the prototype, which will provide evidence of effective User Interface Design.	This ideally should be in a digital format by using a prototyping tool, but it could be paper-based (provided it is in sufficient detail). The aim is to enable early visualizations of your design solutions, which helps provoke innovation and improvement. The prototype should not just be presented, but there needs to be a clear mapping to the development process in the report and supported by the key scenarios and user personas.	30