User Experience Design (DESI1208)

Assessed Elements

Over the 2 workshops of this module, Steph and Chris have guided you through the twin processes of User Experience Research and User Experience Design. Along the way, you have been introduced to the concepts, approaches and tools used to conduct research, analyse data, ideate, and prototype. As a reminder, here's an outline of the two workshops:

Workshop 1

Setting research objectives

Methodology and research methods

Sampling and craft of questions

Analysing data

Workshop 2

Analysis and synthesis

Ideation and sketching

Prototyping

The two assessed elements are designed to test your understanding of the concepts outlined during the two workshops and in the video materials available on Moodle.

Element 1: Quiz

The quiz is composed of ten multi-choice questions, five from the first workshop and five from the second. In each case, the objective is to select one or more of the options given in answer to the question. You must correctly identify all correct options and none of the incorrect options to score 10 points. There is a maximum of 100 points available and you may try the quiz as many times as you like before the deadline. The quiz can be found on the module page on Moodle.

The quiz will close at the end of the day on Friday, **14th January 2022**.

The quiz is weighted at **15%** of the overall module mark.

Element 2: UXD and Me

The main assessed element gives you the opportunity to reflect on the processes and techniques covered in the two workshops (1st and 8th December) and to put your new understanding of UXD to good use.

Between the end of Term 1 and the start of Term 2, you will be finalising the details of your Major Project concept and preparing for the Planning stage, the first element of which is the Commodity crit. Many of the ideas covered in the workshops could be employed to define your approach to the various stages of the Major Project.

Effectively, this is a planning document where you can set out your proposals for how you will integrate User Experience Design into your project development workflow for the Major Project. It also gives you the opportunity to develop useful materials just before you will need them. For

example, techniques such as [user profiles](), scenario development, and [journey maps]() etc. are an excellent way to define your target audience and to work out how your proposed site will be used. You should use such materials as part of your Commodity presentation, so they will have an immediate use.

Also consider how UXD techniques may be used further on in your project. For example, during the testing and analysis phase of your project, you may want to ask friends to test your site and provide feedback. How will this be organised?

You are not limited only to those topics covered in the workshops, feel free to explore User Experience Design (or User Centred Design) to find the tools you may need in developing a robust, accessible, and inclusive approach to the design of your Major Project site.

Your article should be around 2,000 words in length (not including production materials such as user profiles). There is no penalty for going over the stated length. The article should be appropriately illustrated and include links to any resources cited in the text.

The article should be published on your WordPress blog/journal and linked to from your coursework homepage. Any artefacts produced such as user profiles could be linked to from your article as PDF files.

Your article should be made available on or before Friday, **14th January 2022**.

Assessments will be based on your coverage of the subject, the relevance of the chosen techniques, and how well you have been able to synthesise UXD concepts and turn them into a plan for your project website.

The article is weighted at **85%** of the overall module mark.