

# 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, 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 **7<sup>th</sup> May 2021**.

The quiz is weighted at **20%** of the overall module mark.

## Element 2: 10 things... Article

As a UX expert, you have been approached by a well-known online magazine to write an article in their 10 things... series. The final title is up to you, but it could be something like: "10 things you need to know about UX research and design".

The article is directed to those with an interest in UX and who might be considering a career in user experience. Use your understanding of the subject, gained during the two workshops to provide an overview for the magazine's readers.

Most of you will be familiar with the type of article required, but if not, [here is an example](#) from a different discipline. However, the form of your article is entirely up to you, providing that you stick with the usual "10 things..." format.

The article must be between 1,500 and 2,000 words in length and 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.

Your article should be made available on or before **7th May 2021**.

Assessments will be based on your coverage of the subject and how well you have been able to synthesise complex concepts into ten easily digestible points, and how engaging you have been able to make the article.

The article is weighted at **80%** of the overall module mark.