

Common Assessment Criteria Applied	Marks available	Marks awarded
1. Research-informed Literature Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.		
A (very!) brief description of the three games, including similarities and differences in their mechanics and interfaces. Consideration of the target user groups for the three games. Is there any overlap or potential to encourage users of one site to migrate to the other? The impact that the games have had in terms of user numbers, length of use, social familiarity with and acceptance of security and privacy features. Good brief descriptions, but I'd expect references to the appropriate web pages. Data on numbers of players etc. would be useful. Clear statement of the expected user groups, but no discussion of users migrating from one game to another other than the relative difficulty of the game. No real consideration of the games' impact	10 15 10	8 6 0
2. Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.		
What elements of psychology, usability, design and copyrighting are significant and how these interact to provide an emotionally satisfying user experience? Are there any elements that don't work? Good discussion of the common and differing points between the games. Identifies the most significant design features and flaws. Is the complexity of Ingress likely to be due to the company's lack of experience, the assumption that the older target group needs less instruction, or a deliberate gameplay decision in keeping with the alien invasion theme? Good consideration of some interface and accessibility issues. You've talked about what the user must do to interact with the game, but how does this make the user feel? Feelings are a key element of UX.	40	24
3. Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence		
If a user of one system decides to try another system then what elements are likely to feel comfortable or uncomfortable? Are there any features that might be missed? Considers the relative ease of use of each game, but does not really consider players moving from one game to another.	15	4
4. Practical Application and Deployment Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.		
	0	
5. Skills for Professional Practice Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.		
Document presentation and appropriate references to the research literature. Clear presentation and good writing style, but it would benefit from screenshots to explain elements. Actual references are needed, not just a bibliography.	10	3

Assignment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)

Late Submission Penalties (tick if appropriate)

Up to one week late

First Attempt?

45%

UXD – Assignment 1**Name** Hannah Guichard**Mark** **54%**

SECTION	EXCEPTIONAL 6	MERITORIOUS 5	HIGHLY COMPETENT 4	COMPETENT 3	PASS 2	FAIL 1
1) Persona definition (20%)	All 4 suitable personae with fully-detailed descriptions and requirements	4 suitable personae with detailed description and some requirements	4 suitable personae with more detailed descriptions	4 suitable personae with basic descriptions	2-3 personae with basic descriptions; 4 personae but some unsuitable	1 persona with basic description; totally unsuitable personae
2) Persona Development Process (20%)	Multiple methods with full descriptions and justifications of all actions	Detailed description of multiple methods with justification of methods OR requirements categorisation	More detailed description of multiple methods; may be some requirements categorisation	More detailed description of single method OR brief description of multiple methods	Brief description of a single method of data collection.	Single-sentence level, no justification
3) Information Architecture (20%)	Fully-detailed architecture with discussion of alternatives	Good main headings and main functionality; all functionality covered	Good main headings and main functionality; most functionality covered	Sensible main headings and main functionality	Main headings make sense	Badly thought-out, illogical structure
4) Create storyboards (20%)	All screens and control sequences with full discussion of all design decisions	All screens and control sequences with most design decisions noted	Some extra screens and control sequences, most design decisions noted	All basic screens with control sequences: major design decisions noted	All basic screens but no control sequences	One or two basic screens, no control sequences
5) Prototype Feedback (10%)	Full discussion of feedback collection AND responses.	Good discussion of either collection OR responses with acceptable coverage of the other	Usability AND emotional feedback collected; some description of method	Usability OR emotional feedback collected; some description of method	Usability OR emotional feedback collected; no discussion of method	No feedback collected from other people.
Breadth of research (5%)	All references are journal/white papers or books	Most references are journal/white papers or books	Half of references are journal/white papers or books	Some references are journal/white papers or books	Only references websites	No references
9) Writing / Document Presentation (5%)	Reads like a technical review article	Good use of signposting; good use of English; tables of figures and tables	Clear sectioning of content; labelling of tables and figures; reasonable English	Some labelling of tables and figures; clearly needs spell- and grammar-checking	Basic use of introduction, body and conclusion; English is comprehensible.	No clear structure; incomprehensible

You were asked to submit a report. What you submitted is a collection of tables and images rather than a report. This means that you haven't discussed or justified any of your methods, which means that you've got a low mark on this assignment. The assignment brief asks you to describe how you collected the information necessary to build your personas, not just present them. Similarly you need to describe how you collected feedback from your users. The screens and control sequences, as shown in the XD file are good, but you need to discuss them within the main body of the report. What design decisions did you make, and how does that relate to the literature in the field? You need more than 3 people to provide feedback. Aim for at least 5.