

# Marking Grid – UXD 3

Name

SAM PHOENIX

Mark

Grade

78%

| SECTION                              | EXCEPTIONAL<br>6                                                                                   | MERITORIOUS<br>5                                                                        | HIGHLY<br>COMPETENT<br>4                                                          | COMPETENT<br>3                                                                          | PASS<br>2                                                                  | FAIL<br>1                                        |
|--------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------|
| Updated storyboards<br>(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   |
| Discussion of changes (10%)          | All changes considered in depth; resulting interface is both usable and provides a good experience | Justification considers multiple options, all of which are clearly linked to theory     | Justification may consider several possibilities; may include links to theory     | Changes noted with basic justification                                                  | Changes noted but not justified                                            | No changes noted; changes actually weaken design |
| Feedback (20%)                       | 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.         |
| Data collection (20%)                | Full treatment of data collection with examples of expected impact                                 | Multiple methods with focussed ideas on what they might produce; may include examples   | Three or more methods; some idea of how the data can be used                      | Two methods; may have some idea of what they produce                                    | One method                                                                 | No data collection discussion                    |
| UX vs. ID (20%)                      | Full nuanced treatment of similarities and differences                                             | Includes links to the literature when considering the differences                       | Uses examples from the assignment to highlight differences between UX and ID      | Identifies several differences between UX and ID                                        | Recognition of importance of user sentiments                               | No consideration of the differences              |
| 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                                    |
| Writing / Document Presentation (5%) | Reads like a technical review article                                                              | Good use of signposting; good use of English; tables of figures and tables              | Clear structuring of content; labelling of tables and figures; reasonable English | Some labelling of tables and figures; clearly needs spell-checking and grammar-checking | Basic use of introduction, body and conclusion; English is comprehensible. | No clear structure; incomprehensible             |

Good use of Adobe XD. Excellent discussion of collection, but links to literature would be useful. How many people did you test it with? What were your questions? The user testing section needs more detail on methodology and results. Very good piece of work.