

UXD – Assignment 1**Name** Gabriel Avbenake**Mark** 74%

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

Comments

The table of figures should be on a separate page to the table of contents. A table of tables can be on the same page as the table of figures if they both fit on one page, otherwise they should be on a separate page as well.

References should be cited using the IEEE approach - https://uwtsd.ac.uk/media/uwtsd-website/content-assets/documents/library-and-learning-resources/infoskills/IEEE-eng_v.1.2.pdf

The target organisation is WISA, the Wales Institute of Science and Art, here at UWTSD, not WISE.

Very good, well-detailed personas, although a local Welsh undergraduate would have been better than one of the overseas students.

Some of the functionality you discuss, particularly where relating to external organisations like the student unions are not really suitable for the app (although there should certainly be links to these organisations).

Good clear discussion of the information architecture, but more detail is needed about who the participants were – no personal identifiers, but something like “two groups of five current students”.

Good wireframes with sensible functionality, although more references would be useful in the discussion of the design. Ideally you want to show what each control does on the diagram itself rather than within the text – “callout boxes” are good for this.

More references are needed at this level (aim for about 10 for a piece this long). You should be firmly basing your decision choices in the existing literature. The references you have are good, but you need more of them.