

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.	10	8
Good descriptions of the games, with appropriate comparisons. The bit about the anime series is interesting but not entirely relevant.	15	12
Clear identification of the different target audiences. Numbers of players for each game would be useful, particularly to see how this has changed over time. The point about Wizards Unite using a combination of techniques from Ingress and Pokemon Go is a very good one.	10	8
Very good consideration of the social impact. The coffee shop examples are great!		
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 copywriting are significant and how these interact to provide an emotionally satisfying user experience? Are there any elements that don't work?	40	30
Excellent consideration of the user experience relating to the user motivation, but more links to the literature would be useful to tie in some of the other elements. Very good point that the urban and rural experiences of the games are likely to differ.		
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?	15	5
You describe the main user groups well but don't really discuss the potential for cross-over between them in enough detail, e.g. older Pokemon Go players investigating Ingress, or also being Harry Potter fans. How easy would the transition between games be for them?		
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.	10	7
Well written and illustrated, although it would be better to use formal references than just a bibliography.		

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?

70%

UXD – Assignment 1**Name****Eleanor Morgan****Mark****87%**

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

Good personas; using Unibuddy as a research tool is a great idea. Excellent user research. Justifying your decisions is good, but you can assume that the reader is another UX professional so you don't need to explain things, just give the appropriate references. Good discussion of the testing and what you learned from it, although you should ask a couple of questions like "do you think you would enjoy playing this game" to get the respondents to think about the user experience. Remember that when writing a technical report you shouldn't use "I".

An excellent piece of work – well done.