

UXD – Assignment 1**Name** Greg Rees**Mark** 89%

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.

The Equality and Diversity Report is an excellent information source. User profiles are good, but missing the 'pain' and 'responsibilities' sections of the template. These are useful to get an idea of not only the users' 'happy paths' but also what makes things 'unhappy paths' for them.

Initial scenarios are normally 'happy path' ones. The 'unhappy paths' are generally used a little later in the development when you're trying to work out what can go wrong. This is related to doing the alternative flows and exceptional flows in a full use case document.

Good use of MoSCoW to prioritise functionality.

I like the idea of car park monitoring. That would be a killer app around Dynevor!

Good links to the literature and justification of design decisions.

The basic information architecture is good, although it would have helped to have some description of how you would develop this under normal circumstances. Identifying the location-based data is useful. You need to sort out the diagram though, as only the end of the connector closest to the child element should have an arrow head. Visio is a good tool for this, as it manages the connectors for you.

Nice wireframes, although ideally you want to show navigation on the diagram itself rather than within the text – "callout boxes" are good for explaining where each button will take you.

Would it be useful to designate a 'home' car park for normal use? Or set up something that just lets you enter a PIN/fingerprint to pay for parking, rather than entering the details every time? This would also apply to the café service.

You've detailed the screens used for the scenarios, but you also need to detail the other things. Campus maps? GPS settings? The wireframes should display the complete functionality of the app not just the highlighted functionality.

When you perform a walkthrough identify the main tasks and then provide the walkthrough report as an appendix.

Good work. 😊