

UXD – Assignment 1**Name** Zhao Ning**Mark** 63%

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

It would be better to start with a brief description of WISA rather than the theoretical background to UX.

How did you develop your personas? Did you talk to WISA students to find out what they need? While looking at the apps of other organisations in the same field is useful to get some initial ideas, it is essential to talk to the actual end users to get what is needed locally. You are getting dangerously close to 'design by manager', which leads to software that doesn't actually work well from the user's point of view and therefore leads to a negative user experience.

Using the templates provided in the workshops gives you a broader picture of your persona – your persona descriptions do describe the sorts of tasks that the user will want to perform on the app, but they are not proper scenarios. A scenario describes a task step by step. The list of functions is good, as is the use of MoSCoW. If you talked to users, though, you might discover that the ability to top-up printing balances is important enough to move it from Won't to at least Should – this is why it's important to talk to the users first.

How did you define the information architecture? Did you discuss it with the users? The diagram is a bit difficult to understand. It would have been better to use a more traditional hierarchy map and possibly put it on a separate landscape page.

You need to show far more than just the home page in the main section of the report. Each of your major scenarios should be considered, together with an explanation of the design decisions backed up by references to the literature. The level of detail in the wireframes is far too high – for a wireframe you don't actually add in the maps, the different icons and pictures but use black and white placeholders (which is why Balsamiq and Adobe XD designs look so plain – they're meant to). You've produced production-level designs, not wireframes.

There's no need to talk about the theoretical basis for different testing methods. Simply state that method X is to be used, say how many test subjects you had and then talk about the results of the test. The methods that you're talking about are better for testing the software later into the build process rather than for the initial designs. A good way to test wireframes is to come up with the wireframe designs and a set of tasks that the users will be asked to perform. See if they can perform those tasks and get verbal feedback.

You've got some navigation arrows, which is great, but you also need to discuss the designs that are in the appendix in the main text.

You should use the IEEE referencing layout approach - https://uwtsd.ac.uk/media/uwtsd-website/content-assets/documents/library-and-learning-resources/infoskills/IEEE-eng_v.1.2.pdf Chinese language reference are fine, but please provide translations of the paper's title, authors and the journal name. Try to aim for at least 10 references for a piece like this.