

SWEN 444 UX Design and Critique

Individual Assignment

Summary:

This purpose of this activity is to give you some practice in creating your own UX design prototype. You will have an opportunity to improve the design through iteration. Consider the entire user experience, not just the usability of the interface. Required deliverables are listed below. Note: all due dates are listed in the myCourses Assignment folders. Be creative, have some fun doing this.

Your instructor will identify three application case. You may pick any one of the three for creating your UX design: [Case Studies](#)

The scope of your design should include a “home” screen that enables the user to select at a minimum four significant functional tasks, and the sub-screens for two of those tasks that would appear if those tasks were selected on the home screen.

You are required to use the proto.io prototyping system. Use screens captures selectively to explain the function and flow of your application. Use this template file (remember to remove the explanatory text): [Template](#)

Submit both your updated template and a link to your UX project.

FAQ:

How detailed should the design prototype be?

That is a cost-value decision you will need to make. The more complete the design, the more you will get out of the assignment. In any event, the design prototype should be limited to a collection of static screens.

How will this assignment be graded?

Refer to this grading rubric :[Grading Rubric](#) . In general, the evaluation emphasis will be on your design process and design thinking reasoning responses. The design itself will be subjectively evaluated as “good enough” to accomplish the learning goals of the assignment.

Deliverables:

- ✓ Deliverable 1 – Initial Design Concept
- ✓ Deliverable 2 – Design Critique and Refinement

Deliverable 1 – Initial Design Concept (40 points):

- Select an application and obtain instructor approval if you select your own application.
- Write a system concept statement for the selected application that identifies at a minimum four key tasks. Name the application. List any relevant assumptions.
- Write usage scenarios for the two tasks that will be represented in sub-screens.
- Then *design the interface screens!*
- Explain your design thinking. What influenced your design; your personal experience and preferences, similar applications, other factors?
- Why will your design provide a positive UX for the user?
- Submit your design using the *UX Design and Critique Template* to the Assignment folder **"UX Design and Critique Deliverable 1: Initial Design"**

Deliverable 2 – Design Critique and Refinement (60 points):

- Do an informal walkthrough of your design with another person. Record their feedback comments on their UX, both positive and negative. This person can be any friend or family member who is not currently enrolled in SWEN444.
- Do your own critique based on the topics we have discussed in class since you did your initial design.
 - What mental models did you have in mind, what metaphors support them?
 - Does your design support good cognitive, physical, and sensory affordances?
 - What design guidelines and principles are represented? Are there interaction execution/evaluation gaps?
- Update your design to address the issues identified by the critiques. List the changes and explain why those changes were needed to improve the UX.
- Write up a short reflection of your design journey. Was your initial design thinking flawed in any way? What are your key learnings from this design experience?
- Submit your updated template file to the Assignment folder **"UX Design and Critique Deliverable 2: Critique and Refinement"**.