TORRENS UNIVERSITY AUSTRALIA

ASSESSMENT 1 BRIEF	
Subject Code and Title	AUX300 Advanced UX Applications
Assessment	UX component Ideation and Research
Individual/Group	Individual
Length	8–12 pages including images (500 words +/- 10%)
Learning Outcomes	The Subject Learning Outcomes demonstrated by the successful completion of the task below include: a) Design, validate, document and deliver features of a user experience design project; b) Apply iterative methodologies in the planning, management and production of a user experience design project.
Submission	Face-to-face students: Due 11:55 pm AEST/AEDT on the day of the Module 4 class. Online students: Due 11:55 pm AEST/AEDT on the Sunday at the end of Module 4.
Weighting	30%
Total Marks	100

Context

As a UX designer, your input is highly valued both before and during the production phases of a new product or feature. By thoughtfully integrating UX principles, a solid foundation can be built before any prototypes are developed. In this assessment, you will advance your analytical skills by using the appropriate methodologies to discover and define a problem for a real-world UX project. This assessment will also prepare you to navigate the processes that apply when working as a UX lead. The same feature will be developed over the entirety of the subject in all three of the assessments. Assessment 1 focuses on the research and ideation phase of the project.

Task

In Assessment 1, you will be required to complete the activities that are typically conducted by UX designers during the discovery phase of the development of a new feature in an already existing mobile application. First, you will be required to understand the client's and the users' needs through the synthesis of UX information. You will then be required to conduct a market analysis of existing features and their strengths and weaknesses. You will then map the context of where the new feature will sit in terms of the rest of the application and the client's product suite to outline the information architecture. Finally, you will be required to develop initial design solutions for the feature.

Instructions

Step 1: Understand the Client

You will be provided with an example brief that details the client and assets in a marketing and information package. You must read the brief and familiarise yourself with the client's outlined goals for the project and provide information about the client in the form of:

1. A description of the company values, branding style and context in which the product is used; and
2. An analysis of the three target personas provided in which you describe how each of the three individuals would use the new product or feature.

Step 2: Research the Competition

You will then be required to conduct market research on the new product or feature that will be developed by the client. You should investigate what existing approaches to the product or feature currently exist to determine how other organisations have approached this problem.

Find at least three other similar features in existing applications that are currently on the market, investigate their positives and negatives. Based on your intuition, try to describe some of the details and thought processes behind these features. Some of the following prompts may assist you to do so:

- What works and what doesn't work?
- How do users expect this feature to work?
- What have the pain points historically been for this type of feature?

Step 3: Define the Problem

You will then be required to map out and explore the context of where this feature sits in terms of the client's product suite. You will also need to explore, map and define the factors that contribute to the experience of using such a feature. In your research documentation, you will need to:

1. Analyse the context of this new feature by describing where it fits in the existing experience;

2. Define and map out the information architecture of the feature by completing a reverse card sorting exercise; and

3. Define the cognitive and hierarchical task analysis of the new feature.

This will give you a framework as to the requirements of the feature you are developing.

Step 4: Ideate the Future

You will also be required to develop ideas for the feature that are innovative and meet minimum product requirements for the target audience. You must produce three different ideas and select the strongest idea for further development. Each idea should:

1. Define your initial hypothesis;
2. Develop a service blueprint that shows internal and external facing touchpoints;
3. Describe what the feature could look and feel like; and
4. Include a sketch or mock-up.

Step 5: Develop Your Research Document

Compile your research and ideation stages into a single PDF document. The goal of your research document is to clearly define the thought process leading to your final idea. Organise all your content into a cohesive and persuasive narrative. Your developmental work may be hidden from the client; however, it is important that you communicate your findings effectively.

Referencing

It is essential that you follow the APA guidelines in citing and referencing any research. For more information on referencing, please visit our Library website:
http://library.laureate.net.au/research_skills/referencing

Submission Instructions

Save your presentation document as a single PDF document using the following naming convention: Example: AUX300_E_Jones_Assessment_1.pdf

You are required to submit your PDF document via the Assessment link in the main navigation menu in AUX300 Advanced UX Applications. The Learning Facilitator will provide feedback via the Grade Centre in the LMS portal. Feedback can be viewed in My Grades.

Academic Integrity

All students are responsible for ensuring that all work submitted is their own and is appropriately referenced and academically written according to the Academic Writing Guide. Students also need to have read and be aware of Torrens University Australia Academic Integrity Policy and Procedure and subsequent penalties for academic misconduct. These are viewable online.

Students also must keep a copy of all submitted material and any assessment drafts.

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Assessment Rubric

Assessment Attributes	Fail 0–49%	Pass 50–64%	Credit 65–ß74%	Distinction 75–84%	High Distinction 85–100%
Client understanding 20%	Fails to demonstrate an understanding of the client's values, brand style guidelines or the context in which the product is used. Fails to analyse and explore the target personas.	Adequately demonstrates an understanding of the client's values, brand style guidelines and the context in which the product is used. Minimally analyses and explores who the target personas are and their relationships to the new feature being introduced.	Proficiently demonstrate an understanding of the client's values, brand style guidelines and the context in which the product is used. Proficiently analyses and explores who the target personas are and their relationships to the new feature being introduced. Some keen observations and insights are included.	Demonstrates an advanced understanding of the client's values, brand style guidelines and the context in which the product is used. Some deep insights are provided here. Analyses and explores in an advanced manner who the target personas are and their relationships to the new feature being introduced. Some advanced insights are included.	Exceptionally demonstrates an understanding of the client's values, brand style guidelines and the context in which the product is used. The depth of insight provided is at a professional level. Exceptionally analyses and explores who the target personas are and their relationships to the new feature being introduced. Many advanced insights are included.
Competitor analysis 20%	Fails to demonstrate knowledge or an understanding of the market context in which the company is operating. Fails to identify how competitors have solved similar problems in terms	Adequately demonstrates knowledge or some understanding of the market context in which the company is operating. Sufficiently identifies how competitors have solved	Proficiently demonstrates knowledge and a basic understanding of the market context in which the company is operating. Proficiently identifies how competitors have solved	Demonstrates advanced knowledge and an advanced understanding of the market context in which the company is operating. Identifies at an advanced level the competitors that have solved similar features	Demonstrates exceptional knowledge and a mature understanding of the market context in which the company is operating. Exceptionally identifies other competitors that have solved similar features

		similar features in terms of application development.	similar features in terms of application development.		

	of application development. Minimal exploration and research phase included in general.	Minimal exploration and research phase included in general.	A wide range of exploration and research has been included.	in terms of application development. Advanced exploration and research has been included to gain a deep understanding of competitors.	in terms of application development. Exceptional exploration and research has been included to gain a deep understanding of competitors—insights have been found that dramatically change the way the problem is approached.

Context exploration and problem definition	Fails to explore the context in which the feature sits, both at the company and inside the application.	Sufficiently explores the surrounding context in which the feature sits, both at the company and inside the application.	Proficiently explores and communicates the surrounding context in which the feature sits, both at the company and inside the application.	Explores and communicates at an advanced level the surrounding context in which the feature sits, both at the company and inside the application.	Exceptionally explores and communicates the surrounding context in which the feature sits, both at the company and inside the application.
20%	Vague references to content. Information architecture of content is not clear and has not been thought out or derived from research.	Information architecture sufficiently maps the features context, is based on the user stories identified and includes some breakdown of the content entities into their attributes.	Information architecture proficiently maps the features context, is based on the user stories identified and includes some breakdown of the content entities into their attributes.	Information architecture maps at an advanced level the features context, is based on the user stories identified and includes some breakdown of the content entities into their attributes.	Information architecture exceptionally maps the features context, is based on the user stories identified and includes some breakdown of the content entities into their attributes.

Ideation 20%	Fails to develop a range of ideas that show the breadth of exploration in the UX feature development space. Fails to show adequate understanding of the problems that fit the states of the customers.	Minimally develops a range of ideas that show the breadth of exploration in the UX feature development space. Adequately produces a hypothesis that functionally describes a feature idea at a basic level.	Proficiently develops a range of ideas that show the breadth of exploration in the UX feature development space. Proficiently produces a hypothesis that describes a feature prototype at a clear and well-defined level.	Develops a range of advanced ideas that show the breadth of exploration in the UX feature development space. Produces an advanced hypothesis that describes a feature prototype and the client's problem clearly.	Exceptionally develops a wide range of strong ideas that show the breadth of exploration in the UX feature development space. Exceptionally produces a hypothesis that describes a feature prototype and the client's problem with insight, maturity and clarity. The hypothesis itself is thoughtful and meaningful.
Presentation document 20%	Fails to adequately style and prepare the presentation document to communicate findings, research and ideas.	Minimally styles and prepares the presentation document to communicate findings, research and ideas. The document contains a number of poor and basic design styling decisions.	Proficiently styles and prepares the presentation document to communicate findings, research and ideas. The document contains a few interesting design decisions.	Styles and prepares in an advanced manner the presentation document to communicate findings, research and ideas. The document contains a number of advanced creative decisions and is consistent and impressive.	Exceptionally styles and prepares the presentation document to communicate findings, research and ideas. The document contains a number of exceptional creative decisions, is consistent, impressive and feels professional.

The following Subject Learning Outcomes are addressed in this assessment	
a)	Design, validate, document and deliver features of a user experience design project;
b)	Apply iterative methodologies in the planning, management and production of a user experience design project.