Student Name:

Level 3 Digital Technology 2021

AS91901 (3.2) - Apply User Experience Methodologies to develop a design for a digital technologies outcome - 3 credits (internal)

Context: WHS Virtual Tour

Assessment requirements

You must submit:

- All work must be presented in one google slide presentation or google doc
- Your completed work must be named yourfirstname.lastname and submitted following teacher instructions.

Authenticity:

- All work must be your own, and no one else is to do any work on your project.
- Any images you use that are not your own must be referenced.
- You must sign the WHS authenticity sheet.

Checkpoints:

- Your teacher will set checkpoints throughout this project in which they will give you feedback and an indication of how you are progressing, grade wise. If you are not up to date on these deadlines, your parents/ caregivers will be contacted as you will be at risk of Not Achieving the standard. You may be required to attend a catch up session.

PART ONE - USER EXPERIENCE METHODOLOGIES

3.2 Apply User Experience Methodologies to develop a design for a digital technologies outcome

You are required to use UX conventions to develop a design for a WebVR application based on a given context.

START BY CREATING A GOOGLE SLIDE TO PRESENT YOUR DESIGN WORK

CONTEXTS TO SELECT FROM:

- Design a VR web app that potential students and their families can use to virtually tour Westland High School / Hokitika and learn more about it.
- Design a VR web app that showcases a learning area at Westland High School across all year levels.
- Your own option signed off by the teacher.

TASKS - Use each of these tasks as a heading in your google slide to help you structure your work		**Completed**
1	**Defining the project:** **A) Explain what the purpose of the project is (who, what, when, where, how).** **B) Identify the target audience.** ○ Explain who your end-user / target audience is. ○ Describe what the needs of the target audience are. **C) List the functional and aesthetic requirements.** ○ Explain how these requirements meet the needs of the target audience. ○ These could include the information on the site, load times, etc.	
2	**Research & Investigation into user experience methodologies:** **A) Investigate UX methodologies:** ○ For each UX methodology below, conduct research and fill in a **PMI** (Plus / Minus / Interesting) chart. i) User Research ii) Usability Evaluation iii) Accessibility ○ Describe how each methodology will be useful and won't be useful for your project.	

	B) Selecting UX methodologies: ○ Select two UX methodologies that you will use in your project. ○ Justify your selection of methodologies over the other available methodologies. **C) Creating User Personas** ○ Identify key types of users for your site (i.e. potential students, families, Senior Leadership Team) ○ Create a persona for each type of user you have identified. The persona should include: i) Facts such as their name, age, gender, occupation, location, and ethnicity. ii) Goals such as their values, concerns, and challenges. iii) Behaviours such as device use and use of VR technology.	
3	**Initial Designs** **A) Use UX methodologies to generate a range of design ideas:** a) Use the Panoramic Grids / 3D models to generate 3 design ideas. These designs will show how your web app will look for up to 4 spaces. b) Gather end-user feedback on your designs. c) From your designs, select the one that you will prototype and refine further. **B) Explain the appropriateness of the chosen design:** a) Explain how the selected design will meet the needs of the end user.	
4	**Modelling the design** **A) Create a computerised mock-up of your chosen design (Achieved)** a) Use software, such as TinkerCAD / MagicaVoxel to create 3D models (such as trees / statues) or Adobe Photoshop / Illustrator to create / edit a 360 image of each space in your WebVR site. b) Import your images / models into A-frame / CoSpaces to make a mock-up of your actual site. **You must be able to travel between spaces**. You may need to use the <a-sky> element to display your photospheres. c) Conduct user testing to test the design idea. i) Create a series of tasks that different users will need to achieve on your project. ii) Conduct user tests for the tasks that you created and record data (i.e. time taken). iii) Gather feedback from each tester about your design.	

	d) Record the evidence from your user testing and the data from your modelling. This should include: i) Identifying areas of your design that users liked and could use well. ii) Identifying areas of your design that your users didn't like and couldn't use well, if at all. **B) Refine your design using information from your user testing (Merit)** a) Generate a refined design that addresses these areas, create a mock-up and conduct user testing. b) Repeat this process to further refine your design. c) Continue to use UX methodologies to improve your design.	
5	**Relevant Implications** **A) Identify 3-4 relevant implications. These could include:** a) Social, cultural, ethical, legal, intellectual property, privacy, accessibility, usability, functionality, aesthetics, sustainability and future proofing, end-user considerations, and health and safety. **B) Explain how the implications are relevant to your project and how they will be addressed in your project.**	
6	**Final Design** **A) Presentation of the final design** a) Create a screen recording of your mock-up that showcases your design and how your spaces connect together. b) Complete usability testing and gain final end-user feedback, record the results in a final feedback slide.	
7	**Further Development** **A) Identify how your design might be further developed in the future:** a) Describe the areas that could be improved and how.	
8	**Evaluation** **ACHIEVED:** **A)** Describe the appropriateness of the design based on the purpose and	

requirements of end-users.

B) Explain the appropriateness of the design.

MERIT - ADD ON:

A) Evaluate how user experience methodologies were used in the development of the chosen design.

B) How you have addressed relevant implications and end-user considerations.

EXCELLENCE:

A) Justify how the chosen design addresses implications, end-user considerations, and uses appropriate conventions.

B) Justify that the chosen design is suitable for the purpose of the end users.

C) Justify the design decisions made around element selection, for example:
   a) Images, fonts, readability, etc.
   b) Clarity of instructions and/or features that enhance the intuitiveness of the digital outcome.

D) Justify the choice of user experience methodologies used to develop the chosen design.

E) Justify how your chosen design might be further developed in the future.

Examples of relevant implications used in this resource could include:

- **Social (appropriateness for the context/ age of the target audience)**
- legal (copyright)
- **Cultural (i.e. use of Māori macrons etc.)**
- ethical (original work)
- **intellectual property (logos, images, owned by school)**
- privacy (signed model release forms)
- **accessibility and usability (print vs digitally displayed)**
- functionality (for colour or visually impaired or dyslexic viewers)
- **end-user considerations (audience who, what, where, how?)**

SUBMIT 3.2 FOR MARKING