

Task 1 - VROOM VROOM

DESIGNING FOR SUSTAINABLE TRANSPORT CHOICES

Final Submission: Blackboard. Thursday Dec. 8th | 13:59

Module: User Experience (UFCFH5-30-2)

Semester 1: 19th September – 8th December

Component: B1

Weighting: Element (as % of component) : 12.5% | Module Total: 9%

Contact Time: 3 hrs per week

Coursework preparation: 4.8 hrs per week |

Reading and learning course material: 3 hrs per week

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Assignment Overview

You will work in **groups** of 3 to develop an initial idea for a system to support students and staff at UWE to make sustainable transport choices for getting to and from UWE. Your designs will meet **at least** one of the following objectives:

- **Increasing physical activity** to improve health, through greater use of walking and cycling for local journeys;
- **Reducing unnecessary car trips** and associated parking / pollution / congestion.

In order to do this, you will carry out the following activities:

- **Activity 1** – Conduct design based research around UWE. (Week 1)
 - **Activity 2** – Analyse your evidence and create a design brief. (Week 2)
 - **Activity 3** – Develop visual prototype in response to your research. (Week 3)
 - **Activity 4** – Document your project using a group blog & individual twitter account.
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Deliverables

The following is a list of the specific deliverables that must be submitted in order to fulfil the requirements of the brief. You will submit and be assessed on:

A report as a **PDF** which contains the following:

- | | | |
|------------------------------|---------------------|-----------|
| 1. As an individual : | A research journal. | 750 words |
| 2. As a group : | A design brief. | 300 words |
| 3. As a group : | A prototype report. | 750 words |

Marking breakdown

- Research and blog: 40%
- Design brief: 10%
- Design solution: 50%

Important dates

- September 29th Activity 1 - Assignment introduction and research.
 - October 6th Activity 2 – Analysis.
 - October 13th Activity 3 – Prototyping.
 - **December 8th 13:59 Blackboard submission.**
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Detailed Assignment Processes

The following is a detailed description of the specific activities that you must undertake in order to fulfil the requirements of the assignment.

Activity 1 (29th Sept. 2016) – Researching transport options at UWE

The first stage of this design project is to conduct design-led research in and around UWE. This is done in order to develop an understanding of the existing transport systems, information systems and experience of the people that use those transport systems.

During our first workshop and in your 4.8 coursework preparation time during the week you will work as a **group** to:

1. Conduct and interview a UWE transport user and create two journey maps with them using the supplied templates.
2. Research a transport mode at UWE:
 - Research UWE strategies or policies related to your chosen transport mode.
 - Document the existing infrastructures that exist for your chosen transport mode.
 - Document and discuss **at least** one high-tech and one low-tech transport information system on the UWE campus.

Activity 2 (6th October 2016) – Analyzing your data.

During our second workshop and in your 4.8 coursework preparation time during the week you will work as a **group** to analyze your research evidence and create a design brief:

1. Create a final thematic map based on your analysis of your research evidence.
2. Write a short paragraph explaining each of your themes.
3. Write a design brief based on your analysis.

Activity 3 (13th October 2016) – Prototyping your designs

During our third workshop and in your 4.8 coursework preparation time during the week you will work as a **group** to develop:

1. Three different initial ideas for the prototype with adequate annotations to communicate the concept for each one.
2. A final visual prototype, which has been clearly annotated and presented to illustrate the interactivity.
3. A discussion of how your final prototype responds to your user needs and at least one of the briefs objectives: increase physical activity, reduce unnecessary car trips.

Activity 4 – (Through out project) – Document your group work.

- You will create a group blog which will document your work on the project.
- You will include a URL of the blog in your final submission.

Deliverables

A list of the specific deliverables that must be submitted in order to fulfil the requirements of the brief.

You will be assessed on the following:

You must submit an **individual** report as a **PDF** of your research with the following elements:

- | | | |
|------------------------------|---------------------|-----------|
| 1. As an individual : | A research journal. | 750 words |
| 2. As a group : | A design brief. | 300 words |
| 3. As a group : | A prototype report. | 750 words |

Marking Guidance

The following is a breakdown of the the marking for each element of the assignment deliverables.

Research and blog (30%)

- Are the research findings thorough and clearly presented?
- Are appropriate research methods used?
- Is there a clear structure to the report?
- Are there suitable illustrations and annotations?
- Does the blog provide a clear engagement by the group in the project?

Design Brief (10%)

- Does the brief present a clearly defined design problem that is relevant to the chosen organisation?

Design Solution (50%)

- How far does the design solution go towards fulfilling the design brief?
- Is the prototype or system mock-up able to demonstrate the concept for the design solution in an articulate manner?
- Does the final design demonstrate that students have taken a creative and innovative approach to solving the design brief?
- What extent to which it reflects and represents the results of the research.

Submission Details

This Task (Task 1 - Vroom Vroom) makes up one of the three tasks required for component B1. You will include your report for this task in your final submission for B1 on 8th December on Blackboard by 13:59 at the latest.

Submission format guides:

You must submit a **PDF** of your report with your name and student number in the filename using the ACM template format/ Springer template which is available on Blackboard. Work not in this format will not be marked.

- Templates available here: <https://goo.gl/bij4BG>

Study Support:

The following links provide detailed information on study skill provision and UWE academic policy. In submitting your final submission for examination you agree that you have read the following guides linked to below:

- UWE Study skills: <http://goo.gl/NalwD5>
- UWE Word count policy: <http://goo.gl/Qe8kbg>
- UWE Referencing policy (UWE Harvard): <http://goo.gl/lu3S3L>
- UWE Plagiarism policy: <http://goo.gl/vAHWOp>
- UWE Academic appeal process: <http://goo.gl/Tf1nv3>

Plagiarism Advice:

The usual university strictures about plagiarism apply to this assignment. It is good practice in academic writing to reference correctly the work of others that you may draw upon for your own. Please help us to clearly distinguish your original efforts by so doing.

If you use code from other sites, the sources must be referenced in your Bibliography. If you use any other site(s) as a source of ideas for your site, you must reference the source. If you copy code and/or ideas from another student's work, or even if you are helped by another student, you must reference/acknowledge the source.

- UWE Plagiarism policy: <http://goo.gl/vAHWOp>