



FINAL PRESENTATIONS

MIS3506
Fall 2021

Final Submission...

1. The URL of the new site.
2. A one-page reflection that includes a list and justification of how your site applies the following concepts and how you improved the design. A significant part of the grade is how well you use specific examples that are unique to your problem and site for the justification. Avoid using generic examples, such as pointing out the affordance of a menu or button, instead use items specific your design, which reflect choices you made. For example, I used XXX color to signify YYY action required by the site goals, or my site has a fun affordance because it uses XX YY ZZZ.
 1. Affordances
 2. Signifiers
 3. Constraints
 4. Conventions
 5. Knowledge in the head vs. the world
 6. Mapping
3. An appendix that lists the major improvements and changes you made to the design going from alpha, beta, to final.
4. Upload to Canvas by the due date: 12/3/21 @ 11:59PM

Final Presentation

- November 29 & December 1
- Sign up for a Time in the google doc
- A 7-minute presentation and PowerPoint slide deck that summarizes the project. The presentation should involve both team members and include:
 1. The problem and goals of the site including its overall affordance.
 2. The intended user demographic and how your site will support that demographic.
 3. A live demonstration that highlights using Norman's terms specific items you improved as part of the usability tests and how you achieved the call for action elements listed in the requirements.

Rubric Details

Criteria/Trait	Exemplary (4)	Proficient (3)	Developing (2)	Limited (1)
Transition from Alpha to Final Project	Comprehensively and clearly identifies all key components/variables and relevant information. Displays full understanding of issue and is able to ascertain a complete picture of the usability of the site.	Precisely identifies and describes the all key components/variables and relevant information. Understanding of issue is not impeded by the omission of undefined variables.	Correctly identifies all key components/variables and relevant information but certain key components/variables remain unclear or omitted.	Limited ability to clearly identify the all key components/variables and relevant information and its various components/variables.
Discussion of Problems/Concepts	Consistently uses appropriate description of problems/concepts and presents information in a memorable fashion. In depth review and understanding of the problems/concept connections of the site.	Generally uses appropriate description of problems/concepts and presents information in a somewhat memorable fashion. Connects problems readily with the concepts of design	Uses limited descriptions of appropriate problems/concepts . Vaguely connects with the concepts of the design. Does not immediately grab audience attention. Information presented has some memorability.	Does not use descriptions of problems/concepts . Failure to connect with the concepts. Struggles to grab audience attention throughout. Recites information that is not very memorable.
Translation from Usability through Norman Concepts	Level of analysis results in insightful and comprehensive judgments/applications that offer a number of well reasoned and applicable and highly qualified connections. No errors in synthesis or interpretation result in concrete inferences.	Level of analysis results in competent judgments/applications that offer several reasonable, practical and qualified connections. Minor errors in synthesis or interpretation result in solid inferences. Clear support of concepts	Level of analysis results in judgments that offer some reasonable and practical changes. Some errors in synthesis or interpretation result in incomplete inferences or rationale behind concepts.	Level of analysis results in basic or uncertain judgments that offer a limited amount of connection amongst the materials . Errors in synthesis/interpretation result in limited inferences or rationale behind the concepts.
Visual Appeal & Presentation	Document formatting and supporting visuals display high levels of creativity and strongly enhance the effectiveness of the presentation and its clarity/cohesiveness.	Document formatting and supporting visuals display creativity and appropriately enhance the effectiveness of the presentation and its clarity/cohesiveness.	Document formatting and supporting visuals somewhat enhance the effectiveness of the presentation and slightly limit clarity/cohesiveness.	Document formatting and supporting visuals do little to enhance the effectiveness of the document and limit clarity/cohesiveness.
UX Design	Design displays high levels of creativity and strongly enhance the understanding of Users and the UX Experience	Design displays standard levels of creativity and demonstrates a basic understanding of Users and the UX Experience	Design displays developing levels of creativity and demonstrates a developing to basic understanding of Users and the UX Experience	Design displays little level of creativity and demonstrates a limited understanding of Users and the UX Experience

Each trait is worth 20%

Some things that work well...

Present	Present your site as a story
Create	Create a persona to demonstrate the site (demographic)
Practice & Rehearse	Practice & rehearse the timing
Insert	Insert Norman terms into your presentation

Final Grades

- Project 1 – Part 1 – 5%
- Project 1 – Part 2 – 15%
- Project 2 – Alpha – 5%
- Project 2 – Beta – 5%
- Project 2 – Final solution – 15%
- Exam 1 – 20%
- Exam 2 – 20%
- LinkedIn Learning Certificate – 5%
- Participation – 10% (in-class activities, online engagement, feedback in studio sessions, project updates)