User Experience Exercise

This is a design and usability evaluation group exercise. You will need to evaluate the item you selected according to the questions below, which require you to think not just about design, but form and function as well. Be as thorough as you can in the time allotted, giving due thought to each question.

Scores will be determined on quality and thoroughness of response (meaning how well you thought through your answer) and valid creativity. I need to be able to read what you wrote, however because this is an in-class assignment with a time constraint, I am less concerned with grammar, spelling, punctuation, and the like, but it needs to be readable. You may use the back of pages if necessary.

**Please be sure to include your group name, and the name of everyone in the group as well**.

**Group Name** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Group Members:**

1. Describe your initial thoughts on the design of the item; in other words, what are your initial reactions solely in terms of design as we discussed it in class? Describe it in terms of its industrial design, which references the quality of its build and the materials used in its construction. Is it good or bad in terms of that? Why? As a group, what one aspect of its design stands out more than others? 10 pts.
2. Next, determine the core functionality of your item. What is the main thing it is supposed to ‘do?’ Was it difficult to determine that core functionality? What about its design contributed to your response? Does it perform its core function well? Why or why not? If not, how could it be improved? 10 pts.
3. Determine the secondary functions of your item. What else can it do, or what design considerations have been included, that adds to the overall core experience? How well are these functions incorporated into the overall design? Determine a novel use for your item, meaning a use that was not intended yet for which the item could be utilized. 10 pts.
4. Who is the primary target audience for your item? Who might be a secondary audience for your item? Justify your response to both. Is the item designed with both of them in mind? Why or why not? If not, how could it be redesigned or added to so it would? 5 pts.
5. Is there an affective component to your item? In other words, could it cause someone to say “I love this thing!” Why or why not? Could the device be modified so that it might? How So? 5 pts.
6. Address five of the six usability measures (Effectiveness, efficiency, safety, utility, learnability, and memorability) discussed in class as they pertain to your item. Be complete; if there are different responses for different user groups, include that, as well as exceptions or concerns. You can of course address more than four if warranted. 10 pts.
7. If you were to be tasked with designing a new, updated version of your item, how would you ultimately build on the current design to make the new version as satisfactory a user experience as possible? You can approach this by thinking about what design considerations and/or functionality is missing. What could be added/included to the functionality or design that would make the overall user experience more positive/useful? You can use narrative, sketches, or a combination of both to justify your position. Be sure to really redesign it – adding an LED to indicate on or off is not a redesign; maintain its core form and function while adding to it in a meaningful way. 10 pts.