

## Internal Assessment Resource

**Achievement Standard:** 91901

**Standard title:** Apply user experience methodologies to develop a design for a digital technologies outcome

**Credits:** 3

**Resource title:** It's not U, it's UX!

**Resource reference:** Digital Technologies & Hangarau  
Matihiko 3.2A

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### Student/Akonga instructions

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#### Introduction/Kupu Arataki

This assessment activity requires you to apply user experience methodologies to develop a design for the digital outcome you have proposed.

During the development of the design you need to provide evidence of applying user experience (UX) methodologies.

User experience is how a person perceives and responds when interfacing with a system. The system could be a website, a web application, interactive video or desktop software.

Decide on how you will record evidence of the development of your design. This could be in the form of an online presentation, blog, log, annotation of design concepts, screencast, or other forms of digital evidence.

You are going to be assessed on how well you develop, refine and justify the design for a digital outcome:

- Explain the purpose of the outcome and the requirements of the end users.
- Investigate relevant user experience methodologies. This could include usability evaluation techniques, user-interface design guidelines. Summarise your findings.
- Decide which user experience methodologies are best suited to the development of your chosen digital outcome. Give a justification for your choice.
- Use UX methodologies to generate a range of design ideas.
- Explain the appropriateness of the chosen design.
- Use modelling (for example, mock-ups) and user testing to test the design idea. You need to keep evidence of the feedback from user testing, and the data gained from your modelling. You could undertake further research to help refine/modify your designs.
- Use the evidence from the modelling and user testing to justify why your design is suitable for the purpose and end users.
- Explain the relevant implications and evaluate how the chosen design addresses the relevant implications.

- Justify how the chosen design might be further developed in the future.

**Due Date: June 4th**

## **Task/Hei Mahi**

Follow the steps below:

### **Design direction**

Explain the purpose of the design and the requirements of the end users. You may need to conduct research around what the end users need the outcome to do or solve.

Explain the relevant implications for your design

**Investigate relevant user experience methodologies** and summarise your findings. These links might assist you:

[Design Thinking](#) [Video Usability](#) [UX Storyboard Design](#)

**Generate a range of design ideas.**

**Choose a design and explain its appropriateness.**

**Model and test your chosen design**

This means you need to:

- test/check whether your ideas are feasible
- check that end users understand how your design will function
- test that your design addresses relevant implications (for example: usability, accessibility, functionality, internet information and intellectual property).

Your modelling and testing should be systematic and comprehensive.

Effectively use data from modelling and user testing to further develop your chosen design.

Evaluate:

- how user experience methodologies were used in developing the chosen design
- how the chosen design addresses relevant implications.

**Use data gained from testing and modelling to improve the design**

Present your design idea with annotations that show feedback on your design and improvements you made based on the feedback. Evaluate the user experience and how you have applied user experience methodologies.

**Justify how the chosen design makes use of user experience methodologies**

- the choice of user experience methodologies used to develop the chosen design
- that the chosen design is suitable for the purpose and the end users
- how your chosen design might be further developed in the future.

**Submit your evidence**

1. Your design ideas
2. Evidence of how you developed your chosen design
3. The final design.