

# Interactive Systems 3: Open Assessment Part 1 (Web Evaluation and Design)

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## 1 Introduction

This question forms the first part of the open assessment associated with the Interactive Systems 3 course. It will be worth 50% of the open assessed marks for this course. The remaining 50% will be reserved for a further question that will cover Rob Sutherland's implementation work. Together these two questions will account for the 25% of the total course marks that are associated with IS3.

## 2 Evaluation of an Existing Web Site

The initial evaluation work should be done collectively in the same teams that are working on level 3 projects. If this causes any problems for anyone then please see me immediately. Your task is to conduct an evaluation of some part of ONE of the following two web sites:

<http://www.roads.dft.gov.uk/index.htm>  
<http://www.disney.co.uk>

One of the problems of conducting any exercise using 'live' web sites is that the content is subject to change. I cannot control the format or presentation of the site. You should consider this when scheduling the evaluation work. If major changes are made to the site that you are working on and you are left in any doubt about how to proceed then email me AS SOON AS POSSIBLE.

You should use a formal approach but are free to evaluate any aspect of the site design. You should justify your decision to focus on a particular element of the site by referring to the user requirements for such a government information service or commercial web site. The quality of your work will be assessed both in terms of the findings that you obtain and the evidence that you use to back up your arguments. As part of the write-up, please justify your decision to use a particular technique and explain why you decided not to use other formal evaluation methods. You must use appropriate statistical techniques to analyse the data obtained during your evaluation.

## 3 Site Redesign

You should use the results of your evaluation to guide the redevelopment of a section of the web site. The redesign work should be described, for example, using appropriate sketches of the new interface. You should assess the success of your redesign by conducting an informal evaluation using a pencil and paper prototype. You DO NOT need to do any

programming at this stage. Remember, however, that the next section of the course will introduce user interface development using Java's AWT library. You may, however, suggest particular implementation techniques that help to realise your design.

During the design you MUST remember the needs and attributes of the target audiences for the web site that you have chosen to evaluate. Of course, the potential users of the Disney web site will be very different from those of the government information service. Also, it is important to remember that there will be big differences even within these user groups. Finally, you should remember that any redesign should be accessible to the largest possible proportion of the target user population.

During the redesign you must also justify your decision about which areas of the site to work on. In particular, I would recommend that you target those areas that have the greatest relevance to the potential users of the site and, ideally, to the organisational objectives of the site developers.

## 4 Write-Up Guidelines and Marking Scheme

Although the evaluation is to be done in teams, the design work and all of the write up must be done on your own. Your attention is drawn to the University regulations against plagiarism. The following marking scheme will be applied:

- Justification of evaluation techniques (10 marks)
- Method, conduct and results of evaluation (15 marks)
- Site redesign proposals (15 marks)
- Presentation (10 marks)

I would strongly recommend that your solutions contain sections headings that reflect this allocation of marks. This will help to ensure that you address each aspect of the problem that has been set in the exercise. The final submission should not exceed 15 A4 pages. The main part of the report should use a serif font at 10 point or above.

## 5 Submission Guidelines

Your solutions should be handed in not later than 16.30 on the Friday of week 18 via the secured box in Lilybank Gardens. The General Office should be able to direct you to it. Your attention is drawn to the regulations governing late submission and medical problems in the course handbook. The second part of the open assessment will be handed out in week 16 for submission in week 20. Further details will, however, be provided nearer the time by Rob Sutherland.