Final Project Rubric

No screens

Say your name

Prof. Lydia Chilton

COMS 6998

7 December 2018

Due Thursday
Dec 13th at 11:59pm

On Courseworks

Project Grading – 20% of your overall grade

- 100 points
  - 20 pts: Idea - does it meet a specific user need.
    - 10: has an idea, but it's not specific enough to sole
    - 15: has a specific idea, but the UI doesn't have a visual signal that it's done
    - 20: has a specific idea and users can see in the app whether or not it is accomplished.
  - 40 functionality
    - 0 just has wireframes
    - 10 some stuff kinda works
    - 20 one main piece of functionality works
    - 30 main piece of functionality works and a handful of other features that support the main task.
    - 40 main + supporting functionality works, Users can accomplish their specific goal thru the app (or know they failed).
  - 40 graphic design
    - 0 no graphic design (like Columbia Class Directory)
    - 10 minimal graphic design – just basic bootstrap layout
      - Uses one or two principles
    - 20 Has primary graphic design (layout, guiding attention)
      - Uses some, perhaps not all the elements, or not consistently used across the site.
    - 30 Good primary graphic design (layout, guiding attention) + some secondary design
      - Has some secondary design elements, but flawed or inconsistent.
    - 40 consistent use of graphic design to direct user's attention for primary and secondary actions
      - Uses conceptual grouping, whitespace throughout the site

Grade = 30/100

Criteria:

1. Addresses a specific user needs?

10 – has an idea ("search classes") but not specific enough

You can't visibly tell when the real goal is satisfied.

2. Functionality?

20pt. Primary goal is met – find a class.

3. Graphic design guide user?

0 pts.

Course Listings by Subject	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Course Listings by Department	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X

Keyword Search

Search Help
More Options

Keywords:
Instructor:
Semester: All
Weekday: All
Class start time: All   Search

Affiliated Institutions	Teachers College course information
Home Pages	Instructors with home pages

About This Directory   School Bulletins   CU Home   SSOL

Grade = 90/100

Criteria:

1. Addresses a specific user needs?

10 – find a synonym for design
BUT can't tell when it's done. (need to define a more specific goal)

2. Functionality?

40pt. Primary goal is met – find a class. You can also do secondary searches.

3. Graphic design guide user?

40 pts.

Grade = 100/100

Criteria:

1. Addresses a specific user needs?
20 – find and watch a movie in a foreign language

2. Functionality?
40pt. Helps the user meet their need – Can play the movie right away!

3. Graphic design guide user?
40 pts.
Nice big pictures. (primary)
Layout groups movies by type. (primary)
Picture of city in background (secondary)
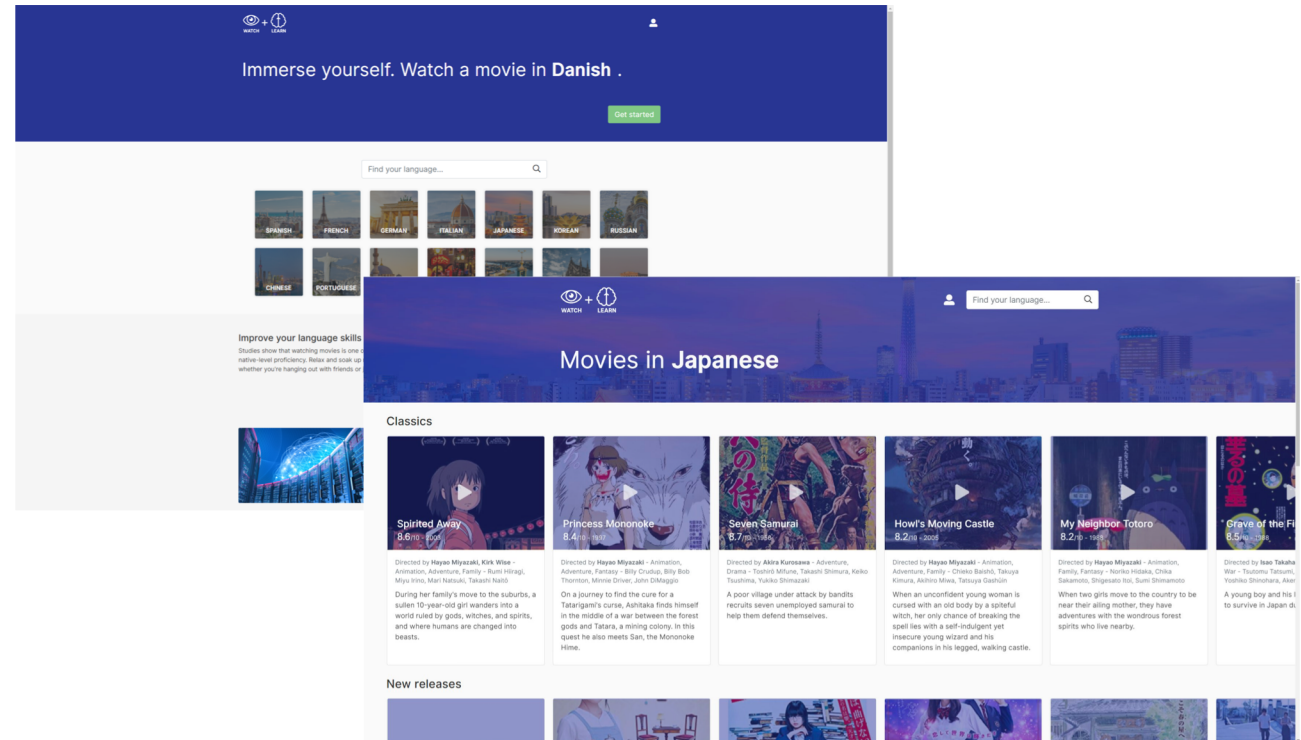
Final Project: What to **turn in**

- **A write up**
  - What's the specific user goal?
  - What is the concrete steps they take to achieve it.
    - Take a screen shot and say what the user does
    - And what graphic design elements guide them to do it. (the next slides give and example of that.
- **A video** of the user accomplishing their goal
- **Your code**
  - We will only run your code as a last resort!

Specific user goal:
Allow users to buy the most *comfortable* flight to/from their destination

Note: just allowing the user to find a flight is not specific enough.
Adding the extra dimension of search by comfort adds a UI dimension and add value to users.
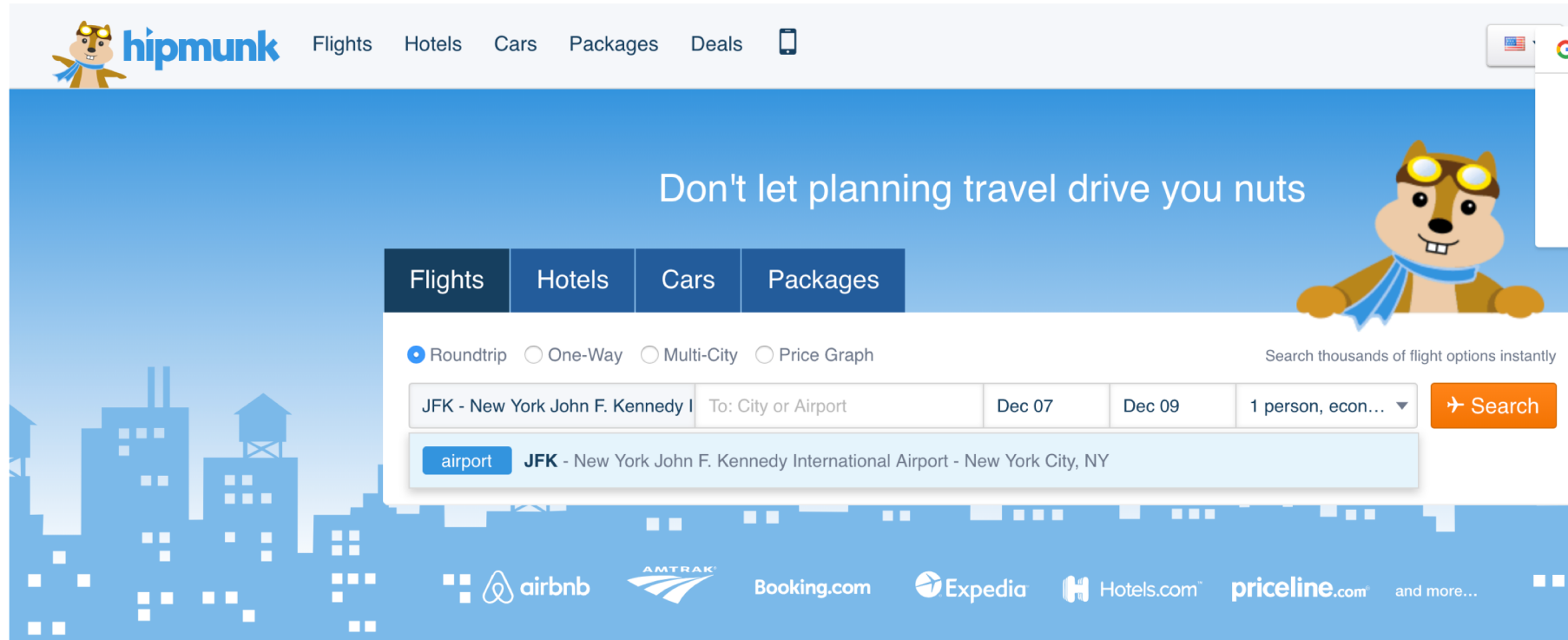
Primary functionality: the user types their starting/ending airports.
Secondary functionality: As they type, autocomplete suggests viable options.
Primary graphic design: there is one search field with the most import information and a big orange "go" button
Secondary graphic design: the background is an image that evokes travel. The mascot is cute.

Primary functionality: the user types their starting/ending dates.
Secondary functionality: As they type, autocomplete suggests viable options.
Primary graphic design: the UI uses a calendar displaying the current and next month by default.
Secondary graphic design: the date range is highlighted and the first and last dates are emphazised.

Primary functionality: waiting screen shows the computer is working with animation
Secondary functionality: shows progress bar so the user knows how long to wait
Primary graphic design: a popup occurs and the rest of the screen goes grey (to indicate it is inactive).
**Secondary graphic design**: mascot is dances.
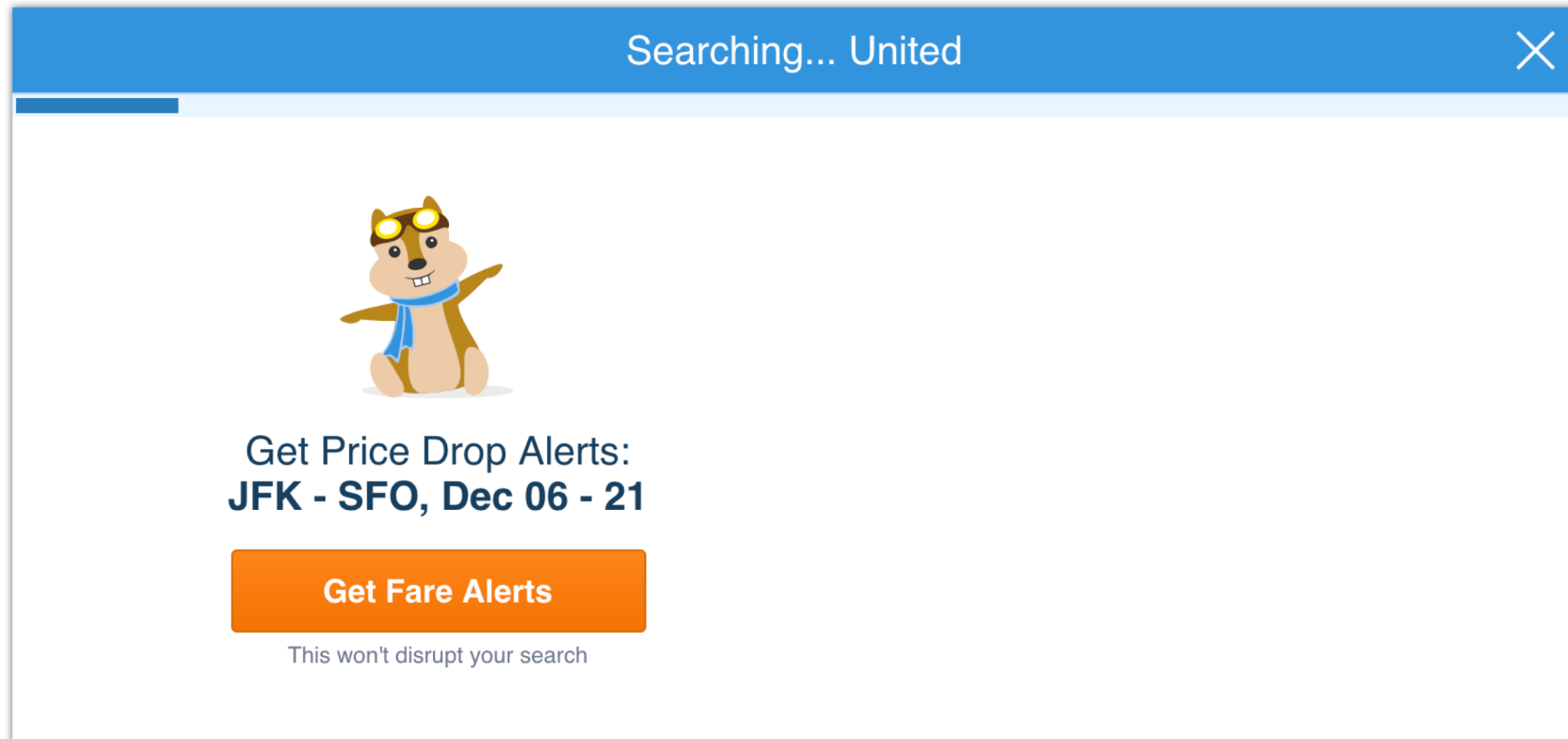
Primary functionality: shows the list of results highlighting price AND visualizing the "agony"
Secondary functionality: sliders that let you narrow the search
Primary graphic design: shows time ranges on a timeline, uses green text and white background to emphasize the best option
Secondary graphic design: indicates actual flight duration (in hours), shows layovers and their location, indications wifi.
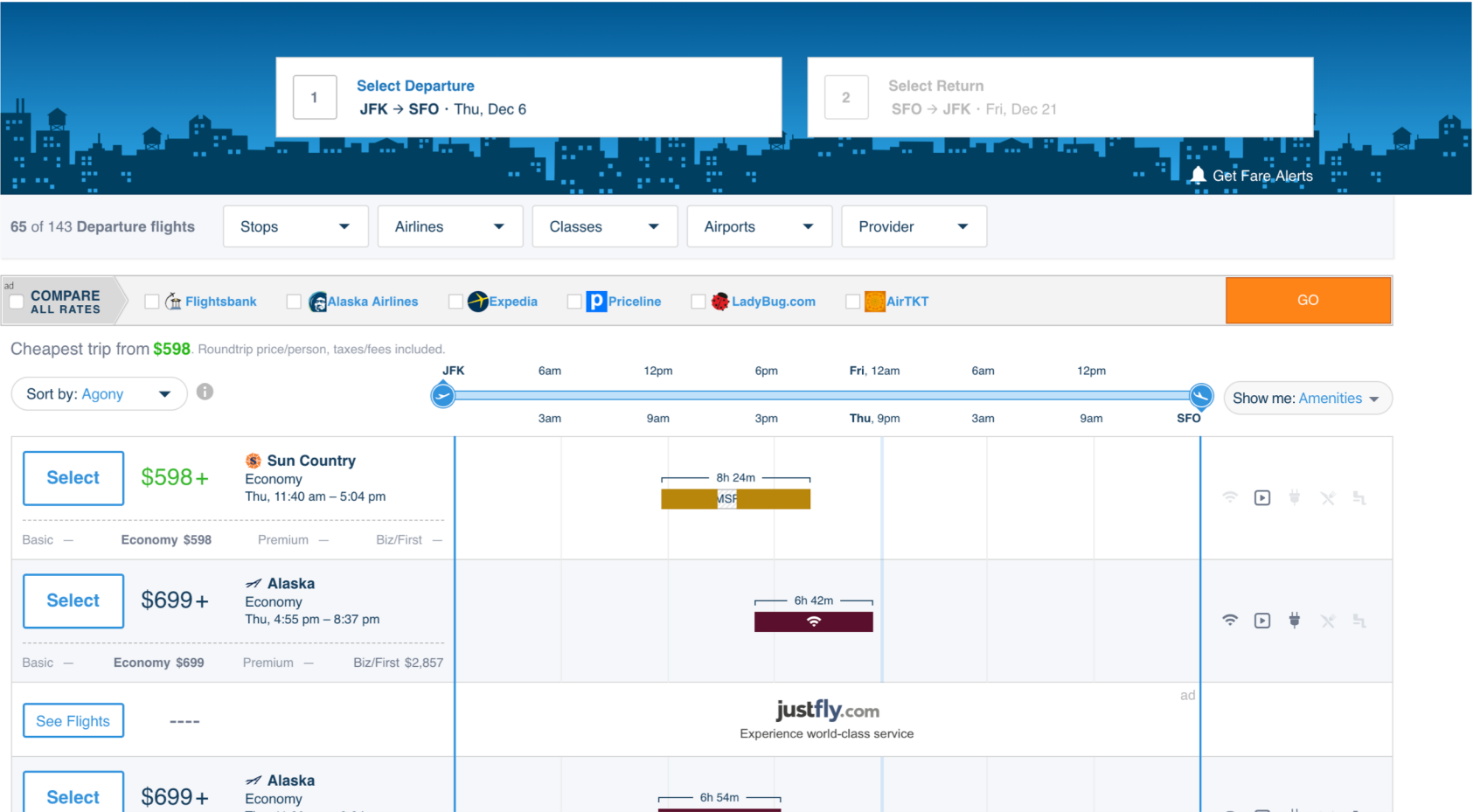
Primary functionality: has "book now button"
Secondary functionality: shows the cheapest price in green.
Primary graphic design: book button is ORANGE and then some!
Secondary graphic design: shows additional price and total price to help decide if additional cost is "worth it" for less agony.

The user goal is achieve. They decide to buy the $701 Jet Blue flight that is $104 more, but is only 5h28m and Starts and ends at times which are pleasant to be awake at.