Final Project Rubric

No screens

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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.
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 an 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 emphasized.
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.