PROJECT ONE

GOAL Conduct UX research to analyze a finished application critically, resulting in a UX report.

SKILLS
- Be able to critically analyze a finished application UI (user interface), IA (information architecture), goals and define the user groups.
- Demonstrate the ability to conduct and analyze UX research.
- Create a UX report to present your analysis.

REQUIREMENTS:

1. Find an App that you use or find interesting.

2. Analyze the App
- UI: visual hierarchy, color scheme, typography, ease of use, and appeal.
- IA: Navigational flow, and content structure
- Goals: What is the app helping the user to achieve?

3. Define the user: based on your analysis who would use this app? Research one user base, what information can you gather about their preferences and habits?

4. Build a persona with goals for one of your user bases.

5. Build two scenario's for the use of the app.

6. Develop a protocol, task list and exit survey for your user test.

7. Find users and Test!

8. Create a report of your process and findings. *(Have content from all seven steps. Including your initial analysis, experimental data, and an analysis of your data.)*

DELIVERABLES **Google classroom:** The report will be a finished PDF including your initial analysis, experimental data, and an analysis of your data. Turned in on google classroom.

Please pay attention to layout, typography, and hierarchy of your report.

DUE DATES **Monday, 9/11 3:00 pm**