Project 4
Intercultural website
1st semester • November 2015
Multimedia Designer

A British landscape architect wants reassurance that his new website is usable. He also wants to see alternatives for the design – other design solutions. And the proposals have to be approved by the users. The landscape architect has contacted you as multimedia designers in Denmark because he wants to enter the Danish market.

Project brief

"Unique Landscapes" (http://www.uniquelandscapes.co.uk/) is an English company dealing with landscaping. The company has recently got a new website. However, the owner Shaun Greetham has gotten some doubts about the new design – mainly the usability of the website. Therefore, he would like some designers to have a look at the website and give their professional opinion on the website (an expert review).

Shaun would also like to see other design solutions for the website. He is interested in alternatives to the new design. Therefore he would like to see different groups of designers show how they would approach the design in another way (only one proposal per group). The new design only needs to be a prototype. So it does not need to show all the pages from the website. However, the webpages shown need to be fully functional. And the design needs to be "approved" by the users. Shaun wants to make sure that the users can navigate and use the website. Therefore you must make user tests of your design and the tests need to include a test of the navigation.

Finally, Shaun has contacted you as designers in Denmark with an understanding of the Danish culture, because he wants to enter the Danish market with his unique landscaping. Therefore you have to show the webpages that you choose to design in both English and Danish, and in this connection you have to be aware of the cultural differences that might occur when dealing with landscaping in Denmark compared to Britain.

Learning objectives

• collect and assess empirical data on target groups and usage situations
• apply central methods and tools for planning and implementing user tests
• assess and apply central principles for digital graphic design

Groups

The project has to be solved in groups of 4-5 students. A list of group members can be found in the "Project 4"-folder on Fronter. It's recommended that the members of the group form a group contract on the participants' commitment and expectations. The groups have been presented in class in week 45.
The groups cannot be changed after the project start on Monday the 9th of November.

The product – a website

Each group of students has to design, create and built a website for "Unique Landscapes". The website has to be uploaded and available on the internet. The solution has to be a POC (Proof of Concept) which means that each group only have to create a certain number of pages but enough for yhe client to get an overall idea about how the rest of the website would be. In total the uploaded version of the website has to consist of 10 pages (1 homepage + 4 subpages) and these 5 pages have to be available in both Danish and English. In total 10 fully functional webpages.

It is the group's own responsibility to make sure that the webpages that they choose are translated into both Danish and English. This means that the group might need help from somebody outside of the group.

Requirements for the presentation

Each group has to perform tests on the existing website and their own new design of the website. These tests have to be documented and presented in a group presentation.

Additionally the project has to be documented in each student's portfolio with a link to the presentation and a link to the website solution.

The presentation

All text in the presentation (every slide) has to be in English.
The result of the project work has to be shown in the presentation that contains (as a minimum):

- A table clearly showing the results of an Expert review (title, description, url, heuristic/design principle, category, suggestions for improvements). This table has to contain at least 5 potential problems.
- At least 2 visuals (screenshots) from the existing website with clear indication of errors
- Clear documentation of at least 3 user tests (quotes, pictures, movie clips) executed on your the new webdesign
- Clear visual indication (screenshots) of where you found user problems (still in your own solution)
- A table showing the results of a Gangster test with the 3 users containing a clear indication of where the biggest problems were in the navigation (also on your own solution)
- Clear indication on which design principles (at least 5 design principles) you use in your the webdesign or would use on the existing website

Project brief and QNA

Monday the 9th of November at 8.40 there will be a project brief in the Canteen. Shaun Greetham is flying in from England and will be present at the project brief.
Tuesday the 10th of November at 11-13 there will be a QNA session in the canteen as well. Shaun and Ian will be present for discussion, questions and interview.

Presentation

Each group has to create and perform a presentation with the required content. Every student has to speak during the presentation. There is no maximum limit to the number of slides in the presentation. But each slide has to be designed so it emphasizes the presentation. Each presentation can be no longer than 10 minutes.

The presentations will take place on the following dates:
1st MUL-A: **Friday 27th of November**
1st MUL-B: **Friday 27th of November**
1st MIL: **Monday 30th of November**

Upload & Deadline

The digital presentation has to be uploaded in the hand-in folder on Fronter. This digital presentation has to be the same presentation used for the oral group presentation. Each student has to implement the project in his or her own portfolio. On the first slide of the presentation there has to be a clickable link to each student in the group's portfolio and a clickable link to the group's website solution.

The deadline for uploading the digital presentation in the hand-in folder on Fronter is Thursday 26th of November 23.59

Study points

This project is mandatory and must be approved to obtain 15 study points. A student who has not participated in the project work and / or has not had the assignment (project) approved obtains 0 study points.

To obtain the 15 study points every student has to accomplish the following:
1. Participation in the oral presentation (week 48/49 with Ian, IWP).
   All students that present must be speaking during the presentation
2. Upload a presentation that meets the project requirements. The presentation must be uploaded in the hand-in folder in Fronter before the deadline
3. The presentation has to be implemented in the student's portfolio no later than the oral presentation (in week 48/49 with Ian). Clickable links to each student's portfolio must appear clearly on the first slide of the presentation
4. The new website has to be online no later than the oral presentation (in week 48/49 with Ian). A clickable links to the group's website solution must appear clearly on the first slide of the presentation and the website needs to meet the requirements listed in "The Product – a website"-paragraph

Feedback

Each group will receive an oral feedback based on their presentation right after they have performed. Before the feedback from the teacher the rest of the class will have a chance to comment and give critic for the presentation. Study points will be shown on Fronter shortly after the presentations.

Each group will receive a grade for the presentation. However, there is not necessarily any connection between the grade given for the presentation and the study points received. The grade is only based on the oral presentation and the slideshow performed in class.

Literature

Gregersen, Ole & Wisler-Poulsen, Ian:
Usability, test methods
Grafisk Litteratur

(INT):
Lidwell, William:
Universal Principles of Design
Rockport

(DK):
Wisler-Poulsen, Ian
20 Designprincipper
Grafisk Litteratur

Ian Wisler-Poulsen
iwp@cphbusiness.dk
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