

Assessment

Project Exam (UPX)

The assessment criteria below are a concretization of the skill outcomes defined in the course descriptions of the programme description and are adapted to the current assignment.

Your project exam will be evaluated against a **set of criteria** to determine if you pass the skill outcomes. We used a grading scale of **A to F** to evaluate criteria and your overall grade that will be listed on your **Noroff Certificate**.

SYMBOL	MARK	EXPLANATION
A	90 - 100	Excellent - excellent achievement, shows insight and ability to interpret and evaluate
B	80 - 89	Very good - very good achievement. Shows ability to work independently and has presented a complete report
C	60 - 79	Good - average achievement which is acceptable for each area
D	50 - 59	Acceptable - achievement below average, with missing information, and an incomplete report
E	40 - 49	Barely good enough - work that achieves the minimum requirements, some information incomplete and/or incorrect
F	0 - 39	Failed - does not satisfy the minimum requirements. Sections missing/badly presented OR report not submitted

Rubric depicting the skill outcome, set of criteria and grading scale of A to F.

SKILL OUTCOMES	CRITERIA	A	B	C	D	E	F
Can find relevant information and material to plan and organise user research	Defined objectives to guide the rest of your actions		✓				
	Defined primary and secondary research methods	✓					
Masters relevant techniques and tools to plan, organise, and facilitate research	Conducted primary and secondary research		✓				
Masters relevant techniques and tools to document, analyse, and interpret research insights and findings	Used at least one data analysis technique to help make sense of the collected data to create meaningful insights	✓					
	Analysed data collected from primary and secondary research	✓					



	Listed conclusions as recommendations for how to use the insights created from the data	✓					
	Defined personas and problem definition to guide your ideation	✓					
Can apply knowledge to conduct ideation and planning processes related to UX Design	Used these recommendations to guide ideation	✓					
	Showed evidence of ideation and documentation of processes followed	✓					
Can apply knowledge of user needs through user research findings to create viable wireframes	Has insight into information architecture principles, industry standards and quality requirements	✓					
	Masters relevant wireframing techniques , tools and methods to create wireframes based on results from research and ideation	✓					
	Can study wireframes and adhere to design principles, patterns and what measures need to be implemented	✓					
Masters relevant methods and tools to plan and conduct usability testing	Masters relevant processes and tools to plan wireframe testing	✓					
	Masters relevant methods and tools for analysing and presenting data from usability testing with wireframes	✓					
Can apply knowledge to achieve more effective collaboration with interaction designers	Has knowledge of essential concepts, principles and processes that are used in UX interaction design	✓					
Can apply knowledge of accessibility concepts and principles to plan and develop user-friendly digital experiences	Showcased empathy and inclusive design mentality	✓					
	Has knowledge of Web Content Accessibility Guidelines (WCAG 2.1) which are used in UXdesign	✓					
Masters relevant processes and tools to develop experiences for all screen sizes	Can apply knowledge of standards and quality requirements to plan and develop functional user experiences for all screen sizes	✓					
Can find relevant information and material about methods,	Can apply knowledge to create high-fidelity prototypes while mastering	✓					

techniques and tools that are relevant to prototyping efficient user experiences	relevant methods and tools to create and develop prototypes							
	Can study his/her prototypes and identify potential issues, and express feedback and suggestions for improvements	✓						
Masters relevant methods and tools to plan and conduct usability testing	Masters relevant processes and tools to plan prototype testing	✓						
	Masters relevant methods and tools for analysing and presenting data from usability testing with prototypes		✓					
OVERALL GRADE		A						

Overall feedback

Congratulations on your Project Exam grade! You have followed a solid structure that guides your reader through your thinking process. **Well-structured, engaging** and very **informative!** It was interesting to see how you have utilized Figma to build a presentation with a consistent and clear style.

As far as the scope of the project is concerned, we'd recommend that in the future you narrow down the focus to a more specific target audience, such as Norwegian users particularly. You have conducted primary quantitative research with 34 participants and interviews with two interviewees, which will definitely be insufficient to cover a set of global users under their "umbrella". Meanwhile, your literature review (secondary research) discusses the topic on a global scale, basically including data from sources such as the United Nations and American Society for Horticultural Science. Keep in mind for the future to have the focus of your qualitative and quantitative research synced.

When creating your problem statement, you define the **WHAT** clearly, namely the lack of relevant and structured information, but you can work more on better defining the **WHO** and the **WHY**. You referred to the target users as "customers" but weren't clear enough on defining who the customers are. As we already established earlier, any person with access to a garden being your customer can be a bit of a wide range.

Next time consider that you also conduct a second round of usability testing using your high-fidelity prototype and be able to present your findings. The first round of usability testing was perfectly done, and we believe you have the necessary skills to prepare, plan, conduct, and document a successful testing round. As you know, the finding can be crucial in helping to identify issues or possible gaps that can give a direction and help make for a successful final solution.

Your prototype is well crafted, excellent skills and knowledge showcased on how to craft a solution based on the problem identified! *Keep up the good work, well done in this front!*

Generally speaking, great job!