

Mini Case Study

PROJECT REQUIREMENTS

FORMAT: .pdf / single spaced / 10pt
Garamond or Calibri font / upload to
Canvas

LENGTH: min. 1 page

ADDITIONAL: In addition to the written
content, you may also include photos
and additional content to support and
explain your case study.

EVALUATION

Depth of content and analysis;

Ability to observe, analyze, and make
original conclusions;

Quality of technical writing and ability
to meet length requirement.

OBJECTIVE

From your Daily Digital Log exercise, choose either the highest ranked or lowest ranked experience and write a mini case study on it. Case studies exist to explain how you would apply your expertise—and in some cases what you did—to improve an existing system. This case study should examine how it has been designed, paying particular attention to how the user is meant to interact with it. Following the format below, write a case study that addresses the following questions which help to evaluate the interactive product. Include any additional content and photos to support and explain your case study.

INTRODUCTION

Provide an overview of your product, why you choose it, how you observed it, some background information, and context for its design.

OBSERVATIONS

From your observations describe (a) what is good and bad about the way the device works; and (b) give a description of your experience interacting with it.

GOALS

Compile a set of (a) usability goals and (b) user experience goals that you think will be most relevant in evaluating the product and explain why.

EVALUATION

Based on your set of usability and user experience goals, write three evaluation questions and use them to assess how your product fares.

IMPROVEMENTS

Discuss possible improvements to the interface based on your evaluation questions.