

## Students' Self-Service Website for Mobile Devices

*Disclaimer: This is a hypothetical interaction design example. The university has made no accouchements or commitments to a project of this nature.*

In order to provide a convenient self-service solution for students to access personal and course-related material, Strayer University would like develop a mobile Web application that runs on an iPhone, iPad, Droid, Blackberry, and other mobile devices. Students are currently able to use the Internet Explorer, Chrome, Firefox, and other desktop browsers to perform self-service tasks. The university has asked you to provide a Human-Computer Interaction (HCI) guide that will help with the design and implementation of this service.

Write a ten to fifteen (10-15) page term paper that can help the university achieve its objective. The paper must address the following topics:

### Information Gathering

1. Describe the following:
  - a. The purpose and goals of the mobile self-service.
  - b. The target audience.
  - c. The audience needs and wants.
  - d. The resources that will be required to achieve the desired output.

### Design Strategy

2. Describe each of the following.
  - a. The design of the Website for mobile devices.
  - b. The interfaces that are applicable to the mobile devices.
3. Design each of the following using Microsoft Visio or any open source wireframing or mockup tool. **Note:** The graphically depicted solution is not included in the required page length.
  - a. The <http://icampus.strayer.edu> home page for a mobile device.
  - b. The self-service Web page to enroll in your courses using mobile device.

### Prototyping

Write a proposal to the University including the following:

- a. The prototypes that could be created.
- b. The type of usability testing to use in determining the design that will provide the best user experience.
- c. The type of evaluation methods to use in determining the design that will provide the best user experience.

### Implementation

Provide details of how the mobile self-service will be implemented on the various mobile devices. **Note:** Keep in mind that the university already provides a self-service Website for non-mobile students.

### Maintenance and Growth

Elaborate on the guidelines for how the self-service Website can be kept current as newer mobile devices are being introduced at a rapid rate.

Use at least three (3) quality resources in this assignment. **Note:** Wikipedia and similar Websites do not qualify as quality resources.

Your assignment must follow these formatting requirements:

Be typed, double-spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions.

Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length.

The specific course learning outcomes associated with this assignment are:

- Describe the differences in developing user interfaces for different application environments.

Compare and contrast the different types of interactive environments.

Use technology and information resources to research issues in human-computer interaction.

Write clearly and concisely about human-computer interaction topics using proper writing mechanics and technical style conventions.

Grading for this assignment will be based on answer quality, logic/organization of the paper, and language and writing skills, using the following rubric.

Points: 200		Term Paper: Students' Self-Service Website for Mobile Devices			
Criteria	Unacceptable Below 60% F	Meets Minimum Expectations 60-69% D	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
<b>Information Gathering</b>					
1a. Describe the purpose and goals of the mobile self-service. Weight: 5%	Did not submit or incompletely described the purpose and goals of the mobile self-service.	Insufficiently described the purpose and goals of the mobile self-service.	Partially described the purpose and goals of the mobile self-service.	Satisfactorily described the purpose and goals of the mobile self-service.	Thoroughly described the purpose and goals of the mobile self-service.
1b. Describe the target audience. Weight: 5%	Did not submit or incompletely described the target audience.	Insufficiently described the target audience.	Partially described the target audience.	Satisfactorily described the target audience.	Thoroughly described the target audience.
1c. Describe the audience needs and wants. Weight: 5%	Did not submit or incompletely described the audience needs and wants.	Insufficiently described the audience needs and wants.	Partially described the audience needs and wants.	Satisfactorily described the audience needs and wants.	Thoroughly described the audience needs and wants.
1d. Describe the resources that will be required to achieve the desired output. Weight: 5%	Did not submit or incompletely described the resources that will be required to achieve the desired output.	Insufficiently described the resources that will be required to achieve the desired output.	Partially described the resources that will be required to achieve the desired output.	Satisfactorily described the resources that will be required to achieve the desired output.	Thoroughly described the resources that will be required to achieve the desired output.
<b>Design Strategy</b>					
2a. Describe the design of the Website for mobile devices. Weight: 5%	Did not submit or incompletely described the design of the Website for mobile devices.	Insufficiently described the design of the Website for mobile devices.	Partially described the design of the Website for mobile devices.	Satisfactorily described the design of the Website for mobile devices.	Thoroughly described the design of the Website for mobile devices.
2b. Describe the interfaces that are applicable to the mobile devices. Weight: 5%	Did not submit or incompletely described the interfaces that are applicable to the mobile devices.	Insufficiently described the interfaces that are applicable to the mobile devices.	Partially described the interfaces that are applicable to the mobile devices.	Satisfactorily described the interfaces that are applicable to the mobile devices.	Thoroughly described the interfaces that are applicable to the mobile devices.

3a. Design the <a href="http://icampus.strayer.edu">http://icampus.strayer.edu</a> home page for a mobile device using Microsoft Visio or any open source wireframing or mockup tool. Weight: 5%	Did not submit or incompletely designed the <a href="http://icampus.strayer.edu">http://icampus.strayer.edu</a> home page for a mobile device using Microsoft Visio or any open source wireframing or mockup tool.	Insufficiently designed the <a href="http://icampus.strayer.edu">http://icampus.strayer.edu</a> home page for a mobile device using Microsoft Visio or any open source wireframing or mockup tool.	Partially designed the <a href="http://icampus.strayer.edu">http://icampus.strayer.edu</a> home page for a mobile device using Microsoft Visio or any open source wireframing or mockup tool.	Satisfactorily designed the <a href="http://icampus.strayer.edu">http://icampus.strayer.edu</a> home page for a mobile device using Microsoft Visio or any open source wireframing or mockup tool.	Thoroughly designed the <a href="http://icampus.strayer.edu">http://icampus.strayer.edu</a> home page for a mobile device using Microsoft Visio or any open source wireframing or mockup tool.
3b. Design the self-service Web page to enroll in your courses using mobile device using Microsoft Visio or any open source wireframing or mockup tool. Weight: 5%	Did not submit or incompletely designed the self-service Web page to enroll in your courses using mobile device using Microsoft Visio or any open source wireframing or mockup tool.	Insufficiently designed the self-service Web page to enroll in your courses using mobile device using Microsoft Visio or any open source wireframing or mockup tool.	Partially designed the self-service Web page to enroll in your courses using mobile device using Microsoft Visio or any open source wireframing or mockup tool.	Satisfactorily designed the self-service Web page to enroll in your courses using mobile device using Microsoft Visio or any open source wireframing or mockup tool.	Thoroughly designed the self-service Web page to enroll in your courses using mobile device using Microsoft Visio or any open source wireframing or mockup tool.
<b>Prototyping</b>					
4a. Write a proposal to the University including the prototypes that could be created. Weight: 5%	Did not submit or incompletely wrote a proposal to the University including the prototypes that could be created.	Insufficiently wrote a proposal to the University including the prototypes that could be created.	Partially wrote a proposal to the University including the prototypes that could be created.	Satisfactorily wrote a proposal to the University including the prototypes that could be created.	Thoroughly wrote a proposal to the University including the prototypes that could be created.
4b. Write a proposal to the University including type of usability testing to use in determining the design that will provide the best user experience. Weight: 5%	Did not submit or incompletely wrote a proposal to the University including type of usability testing to use in determining the design that will provide the best user experience.	Insufficiently wrote a proposal to the University including type of usability testing to use in determining the design that will provide the best user experience.	Partially wrote a proposal to the University including type of usability testing to use in determining the design that will provide the best user experience.	Satisfactorily wrote a proposal to the University including type of usability testing to use in determining the design that will provide the best user experience.	Thoroughly wrote a proposal to the University including type of usability testing to use in determining the design that will provide the best user experience.
4c. Write a proposal to the University including The type of	Did not submit or incompletely wrote a proposal to the University including The type of	Insufficiently wrote a proposal to the University including The type of	Partially wrote a proposal to the University including The type of	Satisfactorily wrote a proposal to the University including The type of	Thoroughly wrote a proposal to the University including The type of
evaluation methods to use in determining the design that will provide the best user experience. Weight: 5%	type of evaluation methods to use in determining the design that will provide the best user experience.	evaluation methods to use in determining the design that will provide the best user experience.	evaluation methods to use in determining the design that will provide the best user experience.	evaluation methods to use in determining the design that will provide the best user experience.	evaluation methods to use in determining the design that will provide the best user experience.
<b>Implementation</b>					
5a. Provide details of how the mobile self-service will be implemented on the various mobile devices. Weight: 15%	Did not submit or incompletely provided details of how the mobile self-service will be implemented on the various mobile devices.	Insufficiently provided details of how the mobile self-service will be implemented on the various mobile devices.	Partially provided details of how the mobile self-service will be implemented on the various mobile devices.	Satisfactorily provided details of how the mobile self-service will be implemented on the various mobile devices.	Thoroughly provided details of how the mobile self-service will be implemented on the various mobile devices.

Maintenance and Growth

6. Elaborate on the guidelines for how the self-service Website can be kept current as newer mobile devices are being introduced at a rapid rate. Weight: 15%	Did not submit or incompletely elaborated on the guidelines for how the self-service Website can be kept current as newer mobile devices are being introduced at a rapid rate.	Insufficiently elaborated on the guidelines for how the self-service Website can be kept current as newer mobile devices are being introduced at a rapid rate.	Partially elaborated on the guidelines for how the self-service Website can be kept current as newer mobile devices are being introduced at a rapid rate.	Satisfactorily elaborated on the guidelines for how the self-service Website can be kept current as newer mobile devices are being introduced at a rapid rate.	Thoroughly elaborated on the guidelines for how the self-service Website can be kept current as newer mobile devices are being introduced at a rapid rate.
7. 3 references Weight: 5%	No references provided	Does not meet the required number of references; all references poor quality choices.	Does not meet the required number of references; some references poor quality choices.	Meets number of required references; all references high quality choices.	Exceeds number of required references; all references high quality choices.
8. Clarity, writing mechanics, and formatting requirements Weight: 10%	More than 8 errors present	7-8 errors present	5-6 errors present	3-4 errors present	0-2 errors present