Assignment 2
IMS5320
Semester 1, 2006

Word limit: 5000 - 6500 words

Due Date: May, 2006

Marks – 25% (written component) 10% (presentation of report to management)

This is a group assignment to be completed by groups of 3 or 4 students. The purpose of this assignment is to better understand the techniques for evaluating systems and how to design and conduct an evaluation. It involves selecting a suitable evaluation technique and conducting an evaluation on a website. You may select a web site from the list of websites provided for Assignment 1, or propose another website but please check with me first so I can determine if the website you have chosen is appropriate. The group will need to meet and agree on which of the web sites you will use. Your paper should include the following:

- a detailed description of the evaluation methodology you have selected appropriately justified based on the literature
- a discussion of other comparative methods should be included as part of the justification for the selection of the method your group has chosen
- the process you will use to implement your evaluation, that is a description of how the evaluation was conducted. This needs to be quite detailed and should include justification of the number of users involved if relevant, the instrument you used for your evaluation etc.
- recommendations for changes with supporting evidence
- a short executive summary of your recommendations to management.

It should be noted that this is not an exclusive list but suggestions of how you might approach the assignment.

Please also note that the purpose of this assignment is not to conduct a review of the listed web sites. The businesses and their websites are merely to provide you with a context in which to consider an appropriate development methodology and to describe an appropriate approach to a redesign of that website.

Websites:
- Gulf Air  http://www.gulfairco.com/index/index.asp
- Roses only  http://www.rosesonly.com/

Presentation

You are to imagine that your team have been asked to conduct an extensive review of the company's web site and present to the board your recommendations for changes, justified of course. The presentation should focus on those aspects of your evaluation that you believe are relevant to that company. Your report will focus on recommendations relating to the usability and HCI elements of the system.

As part of this assignment you will be required to present your recommendations to the class in a short 15 minute presentation.