National Certificate of Educational Achievement
TAUMATA MĀTAURANGA Ā-MOTU KUA TAEA

Exemplar for Internal Achievement Standard

Digital Technologies Level 3

This exemplar supports assessment against:

Achievement Standard 91901

Apply user experience methodologies to develop a design for a digital technologies outcome

An annotated exemplar is an extract of student evidence, with a commentary, to explain key aspects of the standard. It assists teachers to make assessment judgements at the grade boundaries.

New Zealand Qualifications Authority

To support internal assessment

	Grade: Excellence
1.	For Excellence, the student needs to apply user experience methodologies to develop a refined design for a digital technologies outcome. This involves: • justifying the choice of user experience methodologies used to develop the chosen design • justifying that the chosen design is suitable for the purpose and end-users • justifying how the chosen design might be further developed in the future. Full samples of student evidence are available in our online Learning Management System, Pūtake. The student has justified the choice of user experience methodologies used to develop the chosen design. For example, by showing a clear link between their research and the user experience methodologies used in developing the design and modelling conducted. They have justified the UX methodology chosen with clear links to their design. The chosen design has been justified as suitable for the purpose and end-users. For example, the student has justified design decisions around the selection of images, graphics, and fonts, explaining legibility and readability considerations. They have discussed that clarity of instructions and/or features has enhanced the intuitiveness of the digital outcome. They have also justified how each component of the design will function in a way that enables the digital outcome to work reliably for the end-users. The student has justified how the chosen design might be further developed in the future. For example, they looked beyond the initial design idea to a next phase of development. They explained further digital outcome changes that would refine the design, enabling improved functionality and incorporating a refined application of user experience methodologies.

	Grade: Merit
2.	For Merit, the student needs to apply user experience methodologies to develop an informed design for a digital technologies outcome. This involves: • effectively using data gained from modelling and user testing to improve the design • evaluating how user experience methodologies were used in developing the chosen design • evaluating how the chosen design addresses relevant implications. Full samples of student evidence are available in our online Learning Management System, Pūtake. The student has effectively used data gained from modelling and testing to improve the design. For example, they provided initial designs followed by feedback from potential users. They have used this feedback and conducted additional related research to improve their initial design. Evidence of further mock-ups shows where user feedback has resulted in changes that make the design more effective. User experience methodologies, and how they were used in developing the chosen design, have been evaluated. For example, the student provided an evaluation of the user experience methodologies used in the design and what information these methods highlighted and resolved prior to the development of the digital outcome. The student has evaluated how the chosen design addresses relevant implications. For example, they evaluated why their design will enable a fit for purpose digital outcome. They have used evidence to evaluate how their design addresses implications such as ease of use, technical feasibility, functionality, reliability and privacy.

	Grade: Achieved
3.	For Achieved, the student needs to apply user experience methodologies to develop a design for a digital technologies outcome. This involves: • explaining the purpose of the digital technologies outcome and the requirements of the end-users • investigating relevant user experience methodologies • applying user experience methodologies to generate a range of design ideas • explaining the appropriateness of a chosen design • modelling and testing the design idea • explaining relevant implications. Full samples of student evidence are available in our online Learning Management System, Pūtake. The student has chosen a specific purpose and end-users for their website. They explain the purpose and end-user requirements. The student has researched user experience methodologies that could be used to help generate design ideas, such as user research, usability evaluation, information architecture, user interface design, interaction design, visual design, content strategy and accessibility. User experience methodologies have been applied to generate and model a range of design ideas. For example, the student has created a series of possible site layouts based on visual design and user interface methodologies. They have also experimented with different colour, background and font options. Wireframes have been created for the initial layout of the page, followed by mock-ups showing various options to gather feedback from end-users. The student showed evidence of trialling and testing design ideas, including: • evidence of discussions with end-users • trialling ideas with end-users such as going through procedures • checking users' understanding • data gained from modelling and user testing. The student has indicated which design they will use to create a website and explained why the chosen design is suitable for the intended purpose and audience/end users. The student explained at least two identified relevant implications for their design. For a digital media outcome, this could include accessibility concerns and meeting intellectual property requirements. They have explained what the relevant implication is, why it is relevant to their design and how they might address the implication in the design produced.