

021106T4GPH

GRAPHIC DESIGN LEVEL 6

VA/OS/GD/CR/08/6

Develop User Experience Design

July/August 2025



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

PRACTICAL ASSESSMENT

TIME ALL : 3 HOURS

INSTRUCTIONS TO CANDIDATE

1. In this practical assessment, you are required to perform the following tasks:
 - a) Conduct user research and prepare a research brief
 - b) Develop an information architecture for the website interface
 - c) Create a digital mood board based on your research and case studies findings.
 - d) Create wireframes for the sitemap
 - e) Design the user interface for the website
 - f) Display key micro interactions
 - g) Generate a PDF or PNG format of the website interface, mood board and save in a well-labelled folder.

Design brief:

The website of Kilimo College library is a crucial resource for students, providing access to catalogs, research databases, and study materials. The feedback received has indicated that the website is difficult to navigate and lacks engaging features.

Task 1: Conduct User research

- Conduct research to analyze feedback and website usage data
- Perform competitive analysis of other library websites
- Compile a research brief to submit

Task 2: Develop Information architecture

- Develop an information architecture for the website, organizing the content and features in a clear and logical manner.
- Create a site map to illustrate the navigation structure and user interactions within the website.

Task 3: Develop User Interface/Visual Design

- Create a preliminary digital mood board of the website design.
- Design the user interface for the website, considering the brand identity, target audience, and usability principles
- Create wireframes that demonstrate the visual layout, typography, color scheme, and overall aesthetic of the website.

Task 4: Incorporate Micro interactions

- Apply key micro interactions within the website that can enhance the user experience and provide feedback or guidance.
- Design and describe the micro interactions, including animations, transitions, or subtle visual cues that can add interactivity and delight to the user interface.

Task 5: Submission of Tasks

- a) A well labelled research project brief in Word document format
- b) A well labelled digital mood board in PDF or PNG format
- c) A well labelled website interface in PDF or PNG format
- d) Submit your digital designs in a well-labelled folder

2. You are required to have the following resources to carry out the tasks:

- A functional computer
- Professional design software
- Microsoft Office Word software
- Internet
- Colored printer
- Mockup
- A4 printing paper
- A4 glossy printing paper