

No part of the candidate's evidence in this exemplar material may be presented in an external assessment for the purpose of gaining an NZQA qualification or award.



## Level 1 Digital Technologies 2024

92007 Design a digital technologies outcome

# EXEMPLAR

**Merit**

**TOTAL 05**

**Complete ALL report prompts in this booklet.**

You should aim to write no more than **1200 words** in total.

Your answers should be presented in 12pt Verdana font, within the expanding text boxes. Apart from your prepared screenshots, your answers may include only information you produce during this assessment session. Internet access is not permitted.

**Save your finished work as a PDF file**, as instructed by your teacher.

By saving your work at the end of the assessment session, you are declaring that this work is your own. NZQA may sample your work to ensure this is the case.

## Instructions

This assignment requires you to prepare a report in which you discuss the design for a digital technologies outcome you have completed this year.

You should support your answers with a minimum of five images that you have prepared (JPG or PNG).

Your set of images should include:

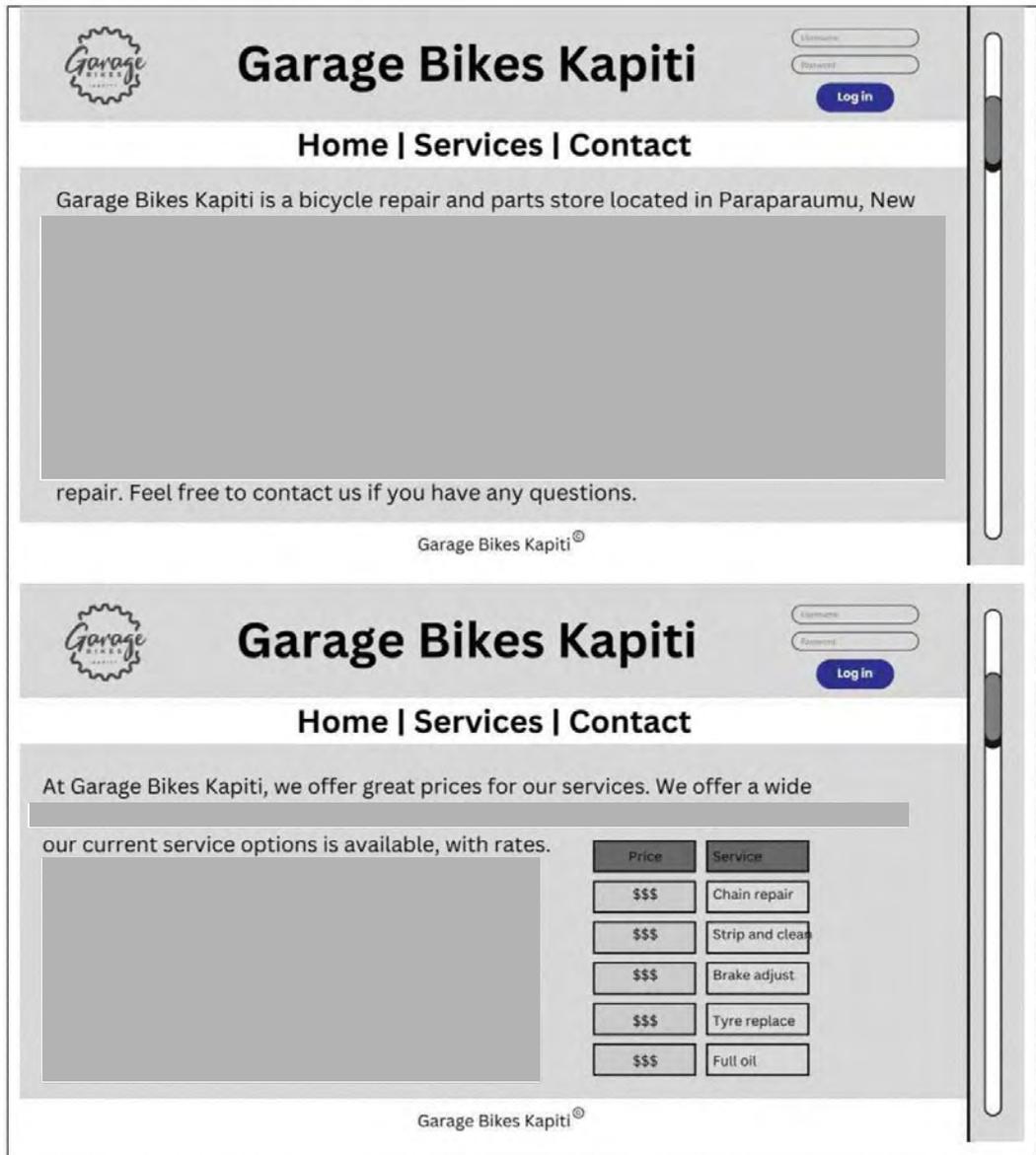
- at least one image showing your final design; if the final design has multiple pages, such as a website/brochure or app, then more than one image is recommended; a collage may be created
- at least one image showing your design ideas
- at least one image showing examples of refining your design
- at least one image showing how feedback was used to improve your design
- at least one image of your design that you chose to use to support your description of manaakitanga (kindness and respect for others) or kaitiakitanga (protecting and looking after the environment).

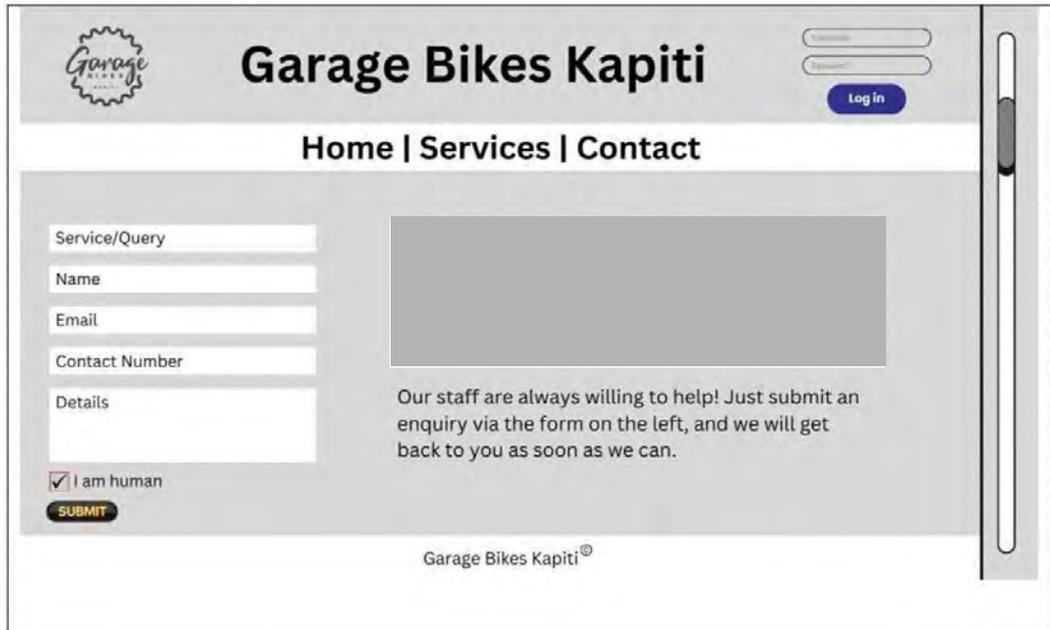
Read all report prompts before you begin.

## RePort

Describe a design for a digital technologies outcome you have worked on this year.

- (a) (i) Insert a screenshot(s) of your final design.





(ii) Your design is intended to meet a need or opportunity. Describe this need or opportunity.

The need of this website design is to create a website that the stakeholder can use for a simple and quick intro to bike servicing, and where they can then get helpful information on servicing costs. It is intended to be a design that is pleasing visually, and which makes it clear what service information is available, and where. It helps to find the user the best prices available, as well as helpful information regarding repairs and replacements or bike parts.

- (iii) List the potential user(s) of your digital technologies outcome and describe some of their specific requirements.

One of the potential users of this website is someone who may enjoy going biking and exploring the great outdoors. Some of the specific requirements of this outcome include having at least three pages, specifically a Home page for general business information, a Service(s) page for services and rates, and a Contact page in order to get a quote or submit a query. They wanted some sort of form in order to contact the business, and well as a list or table of services and prices.

- (iv) Describe how you used the principles of manaakitanga (kindness and respect for others) OR kaitiakitanga (protecting and looking after the environment) in your design process. Use specific examples.

In my design process, I made sure to use manaakitanga. I did this by making sure my content was friendly and inviting, and that the information was simple, but not condescendingly so. I added friendly staff pictures in order to make the user feel welcome to the site, and encourage them to contact the team. I made changes where asked, and adapted the website to suite their needs. Colour and layout changes where the most notable, so I prioritised those.

When designing this website, the user's comfort was the to priority. I wanted to create a design that made the user feel welcome. I wanted a site that would encourage them to use the business's services again, and to tell their family and friends what a great site it was.

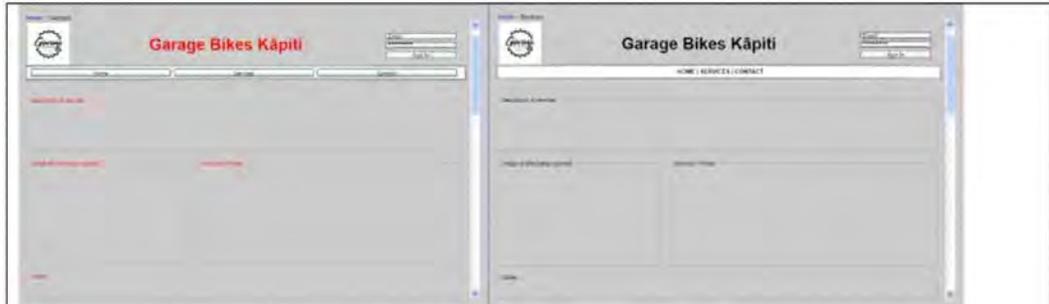
- (v) Insert **two or more** screenshots to illustrate how your ideas developed throughout the design process.

Screenshots	Description of progress demonstrated by the screenshots
	<p>In this design, I had a medium sized header, a clunky sign in menu, an old-fashioned side bar, and an uneven spread of colours for the navigation bar and footer. This made the design seem messy and unprofessional.</p>
	<p>In this final design, I made sure to make the navigation bar and footer the same colour. I changed the sidebar to fit in with the casual style of the website. I changed the sign-in to look more modern, and enlarged the header and navigation text to minimise empty space.</p>

## Refining your design

It is important to use whakawhiti kōrero (feedback) to improve a design. Provide TWO specific examples where feedback led to significant improvements in your design. Add screenshots to support your answers.

### (b) Example (1)



In the initial design (left), I had bright red text spread out navigation buttons. Based on feedback from the stakeholder, I learned that the red was unpleasant, and may be triggering for some users. I made sure to change it to black, as suggested, because it is easier to read and understand. Further feedback said that the navigation buttons looked too old and spread out, and that they could be modernised if brought closer together, which is what I then did.

### Example (2)



As well as changes to the navigation and text, the stakeholder suggested that I change the layout for my contact page (original design on the left). Based on the feedback that they gave me, I ended up moving the staff pictures from their initial position of a group on the right, and to a neat row above the staff information text. This made it easier to notice the staff, and view the page as a whole, instead of vertical groups, which the stakeholder had found visually unpleasant.

## Evaluating your final design

Screenshots can assist in illustrating this evaluation.

- (c) (i) Explain how decisions made throughout the design process helped improve the selected design for its intended use.



My decisions throughout the design process helped improve the selected design for its intended use by adapting certain details/aspects of the design, such as navigation, to make the site more convenient and readable. Changing the site text from red to black made it more comfortable to read, and enlarging the header eliminated unnecessary empty space. By changing the style of the navigation bar, login, and sidebar, I made the website seem more happy and friendly, as opposed to a clunky old website. My initial design looked like it would steal your data. My final design shows an open and inviting site, with friendly staff that will support the user with their needs.

- (ii) In part (a) (ii) you identified a need or opportunity, and the potential users and their requirements. Explain how your final design meets the identified needs or opportunities of the potential users.

My final design met the needs of the potential users by providing the users with a simple website, which gives an easily understandable introduction to bike servicing and prices. It has three pages, a Home page, a Service(s) page, and a Contact page. It has a straightforward design, and a clear layout. The potential users are anyone who likes biking and the great outdoors, and this website gives them an opportunity to contact someone who can give them great advice, and help them on their adventurous journeys.

## Merit

**Subject:** Digital Technologies

**Standard:** 92007

**Total score:** 05

Task	Grade score	Marker commentary
One	M5	<p>The candidate provided multiple screenshots of the final design, each a digital mock-up for a website.</p> <p>The need / opportunity was identified, although the business name could have been mentioned in their response.</p> <p>Users and requirements were clearly identified. Multiple examples of the use of manaakitanga were given. To improve this, the candidate could have given more specific examples of how they designed the website to make the user feel welcome.</p> <p>Two screenshots were provided to illustrate the design process – a simple wireframe, followed by a more fleshed-out design.</p> <p>Both examples of feedback were clear. The candidate explained what the feedback was, detailed the changes they made in response to it, and justified by explaining how this improved the design.</p> <p>To improve the overall response, the candidate could have provided more specific examples of decisions they made during the design process. The only specific examples they gave were a repetition of the changes made based on feedback in part (b). When explaining how the final design meets the identified needs or opportunities, the candidate could have been more specific about how aspects of the design enable its fitness for purpose.</p>