

Syllabus

DEI 626: User Experience (UX) Fundamentals and User Experience Research (UER)

University of Waterloo, Stratford Campus
Master of Digital Experience Innovation
Winter Term 2015

Instructor: Karin Schmidlin MDM

Phone: 519.888.4567 x: 38801

Email: kschmidlin@uwaterloo.ca

Twitter: [@k_arin](https://twitter.com/k_arin)

Office Hours: Mon, Tue, Thu, Fri, 9-4, at Conrad Business, Entrepreneurship and Technology Centre, 295 Hagey Blvd (North Campus) or 24/7 (virtual)

Course Description:

This course will cover the fundamentals of UX design and provide the students with insights into the real-life processes, challenges, considerations, tools, teams, and models of a user experience designer. Students will be introduced to UX principles, to designing, evaluating, implementing and measuring UX.

Evaluation:

Effort & Participation (including readings and discussions): 30%

UX Reflection Paper: 30%

Group Project: 40%

Participation:

Students are expected to actively participate in this course, either in class, on LEARN, via email or social media.

The hashtag [#mdeiUX](https://twitter.com/mdeiUX) should be used on Twitter or Instagram to participate in class discussions or share relevant content.

Recommended Reading:

Students are encouraged to read these books if they wish to further develop their understanding of the topics covered in this course. Please note that this reading list is just a recommendation and students are not obligated to purchase any of these books.

Donald Norman. **The Design of Everyday Things**. Basic Books, revised and expanded edition, 2013

Dan Saffer. **Microinteractions: Designing with Details**. O'Reilly, 2013

Jesse James Garrett. **The Elements of User Experience**. New Riders, 2nd edition 2011.

Bella Martin, Bruce Hanington. **Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions**. Rockport, 2012.

NOTE ON AVOIDANCE OF ACADEMIC OFFENSES

Academic Integrity: In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. [Check www.uwaterloo.ca/academic-integrity/ for more information.]

Discipline: A student is expected to know what constitutes academic integrity [check www.uwaterloo.ca/academic-integrity/] to avoid committing an academic offence, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offenses (e.g., plagiarism, cheating) or about "rules" for group work/collaboration should seek guidance from the course instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offenses and types of penalties, students should refer to Policy 71, Student Discipline, www.adm.uwaterloo.ca/infosec/Policies/policy71.htm. For typical penalties check Guidelines for the Assessment of Penalties, www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm.

Appeals: A decision made or penalty imposed under Policy 70 (Student Petitions and Grievances) (other than a petition) or Policy 71 (Student Discipline) may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72 (Student Appeals) www.adm.uwaterloo.ca/infosec/Policies/policy72.htm.

Grievance: A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70, Student Petitions and Grievances, Section 4, www.adm.uwaterloo.ca/infosec/Policies/policy70.htm. When in doubt please be certain to contact the department's administrative assistant who will provide further assistance.

Avoiding Academic Offenses: http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html

Course Timeline			Due Dates	
Jan	7		Intro to User Experience Defining UX History, trends, opportunities and challenges for UX	
	14	Part 1: The User	User-Centered Design (UCD) Design Thinking Human behaviour and motivation	
	21		User Research UX research methodologies Collaborative research Personas, scenarios and mental models	Project introduction (Due Apr 1 - not a joke)
	28	Part 2: Ideation	Prototyping Ideation 101	Assignment: UX Reflection Paper (Due Mar 18)
Feb	4		Field studies & Ethnographic research	
	11	Part 3: Development	Sketches, storyboards, and wireframes	
	18		Reading Week - No Class	
	25		Usability Testing	
Mar	4	Part 4: Testing	Visual Design Design fundamentals Interactions, transitions & animation	
	11		Designing for Context Mobile First Touch, gesture, voice UX and the internet of things (IOT)	
	18	Part 5: Refining	Refining the User Experience (Lab)	DUE: UX Reflection Paper
	25		UX as a Career The UX portfolio Improv and presentations 101	
Apr	1		Group Presentations	DUE: Group Presentations (report due on April 8)