

Syllabus
**DEI 626: User Experience (UX) Fundamentals &
User Experience Research (UER)**
University of Waterloo, Stratford Campus
Master of Digital Experience Innovation
Winter Term 2016

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Office Hours:

Mon, Tue, Thu, Fri, 9-4, at Conrad Business, Entrepreneurship and Technology Centre, 295 Hagey Blvd (UW Waterloo, North Campus) or Wednesday before class, 3pm-4pm, UW Stratford, faculty office, 2nd floor, or 24/7 (virtual)

Course Description:

This course will cover the fundamentals of UX design and provide 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 in class, on LEARN, and on social media): 30%
UX Reflection (individual assignment): 30%
Group Project: 40%

Participation:

You 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.

Required Reading:

Available on LEARN each week. You are kindly requested to share your thoughts on the readings in the dedicated discussions on LEARN.

Recommended Reading:

I encourage you to read the books mentioned on LEARN if you wish to further develop your understanding of the topics covered in this course. Please note that this reading list is just a recommendation and you are not obligated to purchase any of these books. But then again, they're really good books and you might like them.

Course Timeline				Assignments & Due Dates
Jan	6		Intro to User Experience Course Overview Design Thinking 101	
	13	Part 1: The UX Strategy "Planning"	Market & User Research Competitive Analysis	Group Project introduced, teams assigned (due Apr 6, 8)
	20		The User User Centered Design (UCD) Observing, Screening & Interviewing Users Personas	
	27		Emotional Design Human Behaviour, Motivation, & Engagement Mental Models	Individual Assignment introduced (due March 23)
Feb	3		Information Architecture Organization & Structure Hierarchy & Navigation Card Sorting	
	10	Part 2: UX Design "Creating"	Experience Maps & Funnels User Task Flows & User Journeys	
	17		Reading Week - No Class	
Mar	2		Sketches, Storyboards & Wireframes Scenarios & Use Cases	
	9	Prototypes - part 1		
	16	Prototypes - part 2		
	23	Usability Testing	DUE: Individual Assignment	
	30	Visual Design & Interaction Design (IxD) Design Patterns & Principles		
Apr	6		Group Presentations	DUE: Group Project (report due on April 8)

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