

GBDA 103 – USER EXPERIENCE DESIGN
University of Waterloo – Stratford Campus
Global Business and Digital Arts
Winter 2013

Instructor: Hira Javed

Course and Section: GBDA 103 001, 002

Lecture Time and Location: Fridays 9am-11.50am; 1pm-3.50pm, room

Phone:

Email:

Office Hours: By appointment. Available via Google Hangout, Skype, email or phone.

Description:

In this course, students will learn the basic principles and practices of user experience design, usability testing, information architecture and user research. Not only will students develop a conceptual understanding of user-centered design, but they will also learn to research user behavior, strategize information systems, plan and create wireframes, and conduct usability testing. The course is designed to provide a foundational understanding of the interdisciplinary field of user experience design.

Objectives:

By the end of the course, students will be able to:

- 1) Apply the basic principles of User Centered Design (UCD).
- 2) Demonstrate how the role of the user, their behaviours, perceptions, attitude and expectations affect their interaction with digital devices, softwares and applications.
- 3) Use prototyping tools and apply the basic principles of Information Architecture (IA) in order to design a variety of different wireframes.
- 4) Plan, implement and interpret User Experience Research (UXR) using a variety of different methodologies.
- 5) Demonstrate a basic understanding of the Web Content Accessibility Guidelines (WCAG) set by the World Wide Web Consortium (W3C).
- 6) Identify and use basic strategies for getting stakeholder buy-in for user experience research and make a business case for UX.

Required Readings:

All the required readings for this course will be available online. Links to the weekly readings will be provided on Learn.

Required Readings:

A recommended reading list is available on Learn. 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.

Evaluation:

UX Reflection Paper	10%
In-class Labs	20% (4 Labs x 5% each)
Wireframes and Report	20%
Usability Test Report and Presentation	20%
Final Exams	30 %

Deliverables:

UX Reflection Paper (individual work)

Due: January 25

Select a website or an app that you use often, and write a 3-page (double spaced) reflection paper that answers the following questions:

- 1) What is your typical path when you use this site? Visually represent your typical path.
- 2) Are there any specific goals or tasks that you hope to accomplish when you use this website or app?
- 3) What do you like and dislike about this website or app?
- 4) What would you change? If you won't change anything, why not?

In-class Labs (individual and group work)

Due: January 18, February 1, February 8, March 8

In order to balance theory and practical applications of course concepts, lectures will be supplemented with labs. Although each class will have some activity component, 4 labs will be graded. Each lab is worth 5%. Students are strongly encouraged to complete all readings and actively participate to do well in this evaluation.

Usability Test Report and Presentation (group work)

Due: February 15

In groups of 5, you will conduct a usability test for an app or a website of your choice. Develop a test plan based on your test objectives. Recruit volunteers and implement the test. Interpret your results and provide recommendations based on your findings. Along with a 15-minute presentation, groups must also provide a 3-page (double spaced) report outlining their test design, results and recommendations. Further details and evaluation rubric will be provided in the first week of class.

Wireframes and Report (group work)

Due: March 22

In groups of 5, develop an idea for an app or website. It could be for any desktop, mobile or tablet platforms. Based on the purpose of your app or website and its potential users, create wireframes for it. In a 4-page (double spaced) report, provide your team's rationale behind your decisions.

Final Exam

Details TBD

Tentative Course Schedule:

Date	Topic & Deadlines	Readings (<i>Links available on Learn</i>)
The User Experience		
January 11, 2013	<ul style="list-style-type: none"> - Introduction - User Centered Design - Human Behaviour and UX 	The Fable of the User Centered Designer Key Principles of User Centered Design
The User		
January 18, 2013	<ul style="list-style-type: none"> - Personas - User Journeys <p>In-class: Lab 1</p>	Getting the Most Out of Personas Intro to User Journeys
User Experience Research		
January 25, 2013	<ul style="list-style-type: none"> - Literary Reviews - Focus Groups - Contextual Inquiry/ Usability Testing <p>DUE: UX Reflection Paper</p>	Intro to Usability Testing Beginner's Guide to Design Research Contextual Inquiry
February 1, 2013	<ul style="list-style-type: none"> - Card Sorting - Diary Studies - Surveys <p>In-class: Lab 2</p>	Card Sorting: A Definite Guide Jumpstart Design Research with a Diary Study
Information Architecture		
February 8, 2013	<ul style="list-style-type: none"> -Information seeking behaviour -Wireframes and Prototyping <p>In-class: Lab 3</p>	Sketching before Wire-framing Beginner's Guide to Wire-framing
February 15, 2013	<p>Group Presentations</p> <p>DUE: Usability Test Report and Presentation</p>	
February 22, 2013	READING WEEK	
March 1, 2013	- Organization Structures	Search Systems

	- Search Systems	Organizing Websites
March 8, 2013	-Labeling and Navigation Systems In-class: Lab 4	Labeling Systems (5.1 -5.3)
	Designing for Context	
March 15, 2013	- Tablets and small screens - Mobile First	UX Guidelines for Smartphones Mobile Web UX – Best Practices
March 22, 2013	- Multi-screen Ecosystem DUE: Wireframes and Report	Multi-screen Ecosystem
	Accessibility and Business case for UX	
March 29, 2013	- Web Content Accessibility Guidelines - Buy-in - Business Goals	Web Content Accessibility Guidelines Explaining UX Research to Clients
April 5, 2013	Review	

Attendance: Students are expected to attend all classes. Any anticipated absences should be notified well in advance.

Deadlines and late submissions: All assignments must be handed in at the beginning of the class they are due in. Late assignments are subject to 2% (per day) penalty, which will be deducted from the final mark received on the assignment. If students are unable to submit an assignment on time due to excruciating circumstances, a written note must be provided.

Cross-listed course: Please note that a cross-listed course will count in all respective averages no matter under which rubric it has been taken. For example, a PHIL/PSCI cross-list will count in a Philosophy major average, even if the course was taken under the Political Science rubric.

Academic Integrity:

Academic Integrity: In order to maintain a culture of academic integrity, members of the University of Waterloo are expected to promote honesty, trust, fairness, respect and responsibility.

Discipline: A student is expected to know what constitutes academic integrity, to avoid committing academic offences, 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 offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course professor, academic advisor, or the Undergraduate Associate Dean. When misconduct has been found to have occurred, disciplinary penalties will be imposed under Policy 71 – Student Discipline. For

information on categories of offenses and types of penalties, students should refer to Policy 71 - Student Discipline, <http://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-71>.

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, <http://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70>. In addition, consult <http://arts.uwaterloo.ca/student-grievances-faculty-arts-processes> for the Faculty of Arts' grievance processes.

Appeals: A student may appeal the finding and/or penalty in a decision made under Policy 70 - Student Petitions and Grievances (other than regarding a petition) or Policy 71 - Student Discipline if a ground for an appeal can be established. Read Policy 72 - Student Appeals, <http://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-72>.

Academic Integrity website (Arts): http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html

Academic Integrity Office (uWaterloo): <http://uwaterloo.ca/academic-integrity/>

Accommodation for Students with Disabilities:

Note for students with disabilities: The AccessAbility Services (AS) Office, located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations, please register with the AS Office at the beginning of each academic term.