

Faculty of Arts
GBDA 103 – 001, 002
User Experience Design
Fall 2014
Fridays 9:00am & 1:00pm

Instructor and T.A. Information

Instructor: Hira Javed

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

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Course 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.

Course Goals and Learning Outcomes

Upon completion of this course, students should be able to:

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

Required Text

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

Course Requirements and Assessment

Assessment	Date of Evaluation	Weighting
UX Reflection Paper	October 3, 2014	10%
In-Class Labs (5 labs x 5% each)	Sept 26, Oct 10, Oct 17, Oct 31, Nov 7	25%
Participation	Ongoing	20%
UX Research and Prototyping Project	Part 1: October 31, 2014 Part 2: November 14, 2014 Part 3: November 21, 2014	45%
Total		100%

UX Reflection Paper

Select a website or an app that you use often, and write a 3-4 page (double spaced) reflection paper that answers the following questions:

- 1) Are there any specific goals or tasks that you hope to accomplish when you use this website or app?
- 2) Describe your experience when you use this site/app? Draw your user journey.
- 3) What kind of decisions do you make when using this website or app?
- 4) What would you change? If you won't change anything, why not?

In-Class Labs

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, 5 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.

Participation

Due to the practical nature of this course, students are expected to attend class each week and actively participate in class discussions and group activities. Participation grade will depend on: 1) attendance, 2) participation in team exercises, and 3) quality contribution to discussions in class and online (via Twitter and Learn). Students can participate on Twitter using the hashtag #GBDA103.

UX Research and Prototyping Project

In groups of 4, develop an idea for an app or website. It could be for any desktop, mobile or tablet platforms. Conduct user experience research to inform your group's design decisions and test your ideas. Create an interactive prototype using a prototyping tool called InVision (www.invisionapp.com). Further details and evaluation rubric will be provided in the first week of class.

Deliverables:

Part 1: User Experience Research Report

Part 2: Interactive Prototype

Part 3: Presentation

Required Readings:

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

Recommended 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.

Course Schedule:

Week	Date	Topic	Deadlines
1	September 12, 2014	Introduction User Centered Design	
2	September 19, 2014	The User: - Psychology and UX - Mental Models - Personas - User Journeys - Web accessibility	
3	September 26, 2014	UX Research – Part 1: - Literature Review - Competitive Review - Focus Groups - Card Sort	In-Class Lab 1

Week	Date	Topic	Deadlines
4	October 3, 2014	Information Architecture: - Information Seeking Behaviour - Labels and Navigation - Organization Structures	UX Reflection Paper Due
5	October 10, 2014	Wireframing and Prototyping	In-Class Lab 2
6	October 17, 2014	UX Research – Part 2: - Usability Testing - Agile UX Research	In-Class Lab 3
7	October 24, 2014	UX Research – Part 2 (continued): - Heuristic Evaluation - Web Analytics - A/B Testing	
8	October 31, 2014	Designing for Context - Multi-screen Ecosystems - Connected Cars - Wearables	In-Class Lab 4 Part 1: UX Research Report Due
9	November 7, 2014	Large Format Screens	In-Class Lab 5
10	November 14, 2014	Gamification E-Commerce Design	Part 2: Prototype Due
11	November 21, 2014	Group Presentations	Part 3: Group Presentations
12	November 28, 2014	Next Steps: - Careers in UX - Industry Resources - UX Portfolio	

Deadlines and Late Submissions

Hard copies of all assignments must be handed in at the beginning of the class they are due in. A soft copy of the assignment must also be submitted in Learn for record keeping. 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 extenuating circumstances, a written note must be provided.

Attendance Policy

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

Institutional-required statements for undergraduate course outlines approved by Senate Undergraduate Council, April 14, 2009

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. See the [UWaterloo Academic Integrity Webpage \(https://uwaterloo.ca/academic-integrity/\)](https://uwaterloo.ca/academic-integrity/) and the [Arts Academic Integrity Office Webpage \(http://arts.uwaterloo.ca/current-undergraduates/academic-responsibility\)](http://arts.uwaterloo.ca/current-undergraduates/academic-responsibility) for more information.

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 \(https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70\)](https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70). When in doubt please be certain to contact the department's administrative assistant who will provide further assistance.

Discipline

A student is expected to know what constitutes academic integrity to avoid committing academic offenses and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offense, 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 professor, 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 \(http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm\)](http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm). For typical penalties check [Guidelines for the Assessment of Penalties \(http://www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm\)](http://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 \(http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm\)](http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm).

Note for Students with Disabilities

The Office for Persons with Disabilities (OPD), 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 to lessen the impact of your disability, please register with the OPD at the beginning of each academic term.