

Syllabus

GBDA 103: User Experience Design

University of Waterloo, Stratford Campus
Global Business and Digital Arts
Fall Term 2014

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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 (UCD), but they will also learn to research user behaviour and strategize 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, software and applications.
3. Use different prototyping methods, design principles and wireframing tools.
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.

Evaluation:

Effort and Participation (including readings and peer-feedback): 30%

Individual Assignment: 30%

Group Project: 40%

Participation:

Students are expected to actively participate in this course, either in class or via email to the instructor or on social media. The hashtag [#gbdaUX](#) should be used on Twitter and/or Instagram to participate in class discussions or to share relevant content.

Required Readings:

Available on LEARN each week.

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, 2002

Steve Krug. **Don't Make Me Think: A Common Sense Approach To Web Usability.** Pearson Education, 2005

William Lidwell, Kritina Holden, Jill Butler. **Universal Principles of Design: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design.** Rockport, 2003. Revised and updated 2010

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

| COURSE SCHEDULE | | | ASSIGNMENTS & DUE DATES |
|-----------------|----|---|--|
| September | 12 | Intro Defining User Experience History, trends, opportunities and challenges for UX | |
| | 19 | User Centered Design (UCD) Visual Design fundamentals Intro to 'Design Thinking' | Individual Assignment introduced (due Oct 17) |
| | 26 | UX Research, part 1 - Understanding the Business Problem Overview of UX research Finding the pain points | |
| October | 3 | UX Research, part 2- Understanding the User Developing personas, scenarios and user journeys Remote user research Designing for users with disabilities | Group Project introduced, teams assigned (due Nov 21) |
| | 10 | Prototyping and Ideation (Lab) From concept to concrete: the basics of prototyping Ideation, creativity & play | |
| | 17 | Gamification, motivation and UX Learning from games User motivation and engagement | DUE: Individual Assignment (beginning of class) |
| | 24 | Designing for Context Introduction to 'Mobile First' Designing for touch, gesture and voice The multi-screen ecosystem | |
| | 31 | Sketches, storyboards and wireframes | |
| November | 7 | Developing the User Experience (Lab) | |
| | 14 | The Business Case for UX Stakeholder buy-in and reaching business goals with UX Improv and Presentations 101 | |
| | 21 | Group Presentations | DUE: Group Project (beginning of class) |
| | 28 | Review | |

NOTE ON AVOIDANCE OF ACADEMIC OFFENSES

Attendance: Students are expected to attend all classes. The instructor should be notified of any anticipated absences well in advance.

Deadlines and late submissions: All assignments must be handed in at the beginning of the class in which they are due. 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.

Academic Integrity, Grievance, Discipline, Appeals and Note for Students with Disabilities: see www.uwaterloo.ca/accountability/documents/courseoutlinestmts.pdf. The text for this web site is listed below:

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/academicintegrity/ 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, 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.

Discipline: A student is expected to know what constitutes academic integrity [check www.uwaterloo.ca/academicintegrity/] 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 offences (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 offences 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.

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, please register with the OPD at the beginning of each academic term.