Faculty of Arts
GBDA 103 – 001, 002
User Experience Design
Fall 2015
Fridays 9:00am & 1:00pm

Instructor and T.A. Information

Instructor: Hira Javed
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T.A.	TBD	TBD
Email	TBD	TBD

Course Description

The course is designed to provide a foundational understanding of the interdisciplinary field of user experience design. Students will learn the basic principles and practices of UX, including information architecture, prototyping and user research. Students will develop a conceptual understanding of user-centered design, and apply their learning to a term-long project.

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	Oct 2, 2015	15%
In-Class Labs (2 labs x 5% each)	Oct 23 and Nov 20, 2015	10%
Participation	Week 2 - 12	20%
Group Project		
Part 1: Personas and User Journey	Oct 16, 2015	15%
Part 2: Industry Scan and Competive Review	Oct 30, 2015	15%
Part 3: Interactive Prototype	Nov 20, 2015	20%
Part 4: Presentation	Nov 27, 2015	5%
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, 2 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

Participation grade will depend on:

1) Regular attendance

2) Active participation in team exercises

3) Quality contribution to discussion in class and online

Students can earn up to 10 marks per week starting from week 2. 11 weeks x 10 marks/week = 110 marks total.

Online Participation Marks Breakdown:

Twitter (#GBDA103 @hirajaved10 must be tagged)

- 2 marks for sharing a resource, example or idea and commenting on it. This kind of tweet requires finding something interesting to share and reading it to make an intelligent comment.
- 2 marks for replying to someone's tweet to move the conversation forward.

Discussion Board on Learn

5 – 10 points depending on the quality of the comments. Quality comments consists of:

- Tying in key concepts from readings or class discussions
- Sharing a resource to further explain a point
- In depth analysis of an idea or key point from a reading
- Replying to someone else comment with their own analysis to create an engaging discussion

In-Class Participation Marks Breakdown:

Attendance

Attendance record will be considered when calculating overall participation mark.

Discussion

1 – 5 marks for answering a question, expressing an opinion, or sharing something with the class.

Group Activity

1 - 5 marks for active participation in group activity. Marks awarded based on:

- How student interacts with peers
- How involved the student is in the activity
- Student`s level of engagement in group discussion

Group Project

In groups of 4, develop an idea for a digital product. 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: Personas and User Journey
Part 2: Industry Scan and Competitive review
Part 3: Interactive Prototype
Part 4: 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 18, 2015	Intro to User Experience	
2	September 25, 2015	Defining the Business Problem Understanding the User	
3	October 2, 2015	UX Research Methodologies – Part 1	**UX Reflection Paper Due**
4	October 9, 2015	Web Accessibility Information Architecture	
5	October 16, 2015	Prototyping	**Part 1: Persona and User Journey due**
6	October 23, 2015	UX Research Methodologies – Part 2	**In-Class Lab 1**
7	October 30, 2015	Multi-Screen Ecosystems	**Part 2: Industry Scan and Competitive Review**

Week	Date	Topic	Deadlines
8	November 6, 2015	Designing for Wearables	
9	November 13, 2015	Gamification and Habit-Forming Products	
10	November 20, 2015	Business Case for UX	**Part 3: Interactive Prototype** **In-Class Lab 2**
11	November 27, 2015	Project Presentations	**Part 4: Presentations**
12	December 4' 2105	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 Integritity Webpage (https://uwaterloo.ca/academic-integrity/) and the Arts Academic Integrity Office Webpage (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).

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). For typical penalties check Guidelines for the Assessment of Penalties (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).

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.