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Syllabus
GBDA 103: User Experience Design
University of Waterloo, Stratford Campus
Global Business and Digital Arts
Fall Term 2016

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Office Hours:
Mo - Thu, 9AM - 5PM, UW main campus, CONRAD Centre, 295 Hagey Blvd, suite 240
Friday, 12PM - 4PM, UW Stratford campus, faculty office, 2nd floor

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 behavior 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 behaviors, 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:
Professionalism & Engagement (including readings and class participation): 30%
Project 1: Industry Project 40% (team)
Project 2: UX Case Study 30% (individual or team)

Participation:
Students are expected to actively participate in this course, either (1) in class, (2) LEARN discussions, (3) email to the instructor or (4) 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 Readings:
A list of recommended books is posted 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. But then again, books are great and reading widely will make you a better UX designer :)

WEEK	DATE		TOPIC	ASSIGNMENTS & DUE DATES
1	Sept 9		**Intro to UX** Defining User Experience Design Thinking 101	
2	Sept 16	Part 1: The UX Strategy **"Planning"**	**Market & User Research** Competitive Analysis	**Project 1** (Industry Project) introduced, teams assigned
3	Sept 23		**The User** User Centered Design (UCD) Observing, Screening & Interviewing Users Personas	
4	Sept 30		**Emotional Design** Human Behavior, Motivation & Engagement Mental Models	**Project 2** (UX Case Study) introduced
5	Oct 7		**Information Architecture** Organization Structures Hierarchy & Navigation Card Sorting	
	Oct 14	**No UX Class**		
6	Oct 21	Part 2: UX Design **"Creating"**	**Experience Mapping** User Task Flows & User Journeys	
7	Oct 28		**Sketches & Storyboards** From Pencil & Paper to Digital Tools	
8	Nov 4		**Prototype, part 1** Wireframes	
9	Nov 11		**Visual Design & Interaction Design (IxD)**	
10	Nov 18		**Usability Testing**	**Project 2 Due:** 8 PM
11	Nov 25		**Prototype, part 2** Interactive Prototype	
12	Dec 2		**Final Group Presentations**	**Project 1 Due:** Dec 9, 5 PM

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. If students are unable to submit an assignment on time due to extenuating circumstances, a written note must be provided.

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.

Just in case anyone is interested, the typeface I used is Google's **Roboto**