Faculty of Arts
GBDA 103 – 001, 002
User Experience Design - Fall 2016
Fridays 9:00am & 1:00pm

Instructor and T.A. Information

Instructor: Hira Javed
Office: 2018
Office Hours: By appointment. Available via Google Hangout, Skype, email or phone.
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Section	001 (9am)	002 (1pm)
T.A.	Cherry Vong	Jessica Braun
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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 strategy, information architecture, user research and prototyping. 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 digital experiences.

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.

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 Requirements and Assessment

Assessment	Date of Evaluation	Weighting
UX Reflection Paper	Sept 23, 2016	15%
In-Class Labs (2 labs x 5% each)	Oct 21 and Nov 11, 2016	10%
Participation	Week 2 - 12	20%
Group Project		
Part 1: Personas and User Journey	Oct 7, 2016	15%
Part 2: Industry Scan	Oct 28, 20	15%
Part 3: Interactive Prototype	Nov 18, 20	20%
Part 4: Presentation	Nov 25, 20	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.

Discussions & Group Activities

1 - 5 marks for active participation in class discussions and group activities. Marks awarded based quality of contribution and level of engagement.

Group Project

In groups of 5, develop an idea for a digital product which solves a social problem. 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

Course Schedule:

Week	Date	Topic	Deadlines
1	September 9, 2016	Intro to UX	
2	September 16, 2016	UX Strategy	
3	September 23, 2016	Generative UX Research	**UX Reflection Paper Due**
4	September 30, 2016	Web Accessibility Information Architecture	
5	October 7, 2016	Responsive Design Prototyping	**Part 1: Persona and User Journey**
6	October 14, 2016	NO CLASS	
7	October 21, 2016	Evaluative UX Research	**In-Class Lab 1**
8	October 28, 2016	Designing for Health and Wellness Designing for Sports and Entertainment	**Part 2: Industry Scan**
9	November 4, 2016	Wearables, Internet of Things and Virtual Reality	
10	November 11, 2016	Gamification and Habit-Forming Products	**In-Class Lab 2**

11	November 18, 2016	Business Case for UX	**Part 3: Interactive Prototype**
12	November 25, 2106	Project Presentations	**Part 4: Presentations**
13	December 2, 2016	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 5% (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.

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. See the UWaterloo Academic Integrity webpage and the Arts Academic Integrity webpage for more information.

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

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. When in doubt, please be certain to contact the department's administrative assistant who will provide further assistance.

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.

Accommodation for Students with Disabilities

Note for students with disabilities: The AccessAbility Services office, located on the first floor of the Needles Hall extension (1401), 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 AS office at the beginning of each academic term.