

GBDA 103 / SEC. 1
User Experience Design

University of Waterloo,
Stratford Campus
Global Business and Digital Arts

Syllabus

Class schedule: Fridays 9:00 – 11:50
Fall Term 2017

Description

In this course, you will develop a fundamental understanding of the underlying theories, design principles, development and evaluation practices of user experience design. Topics may include: user-centered design, prototyping, usability inspection and testing methods, and qualitative and quantitative research methods.

Contact

Instructor: Leah Zhang-Kennedy
Office Location: DMS 3126, Stratford Campus
Office Hours: Fridays 12:30 – 2:30pm in DMS 3126
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Teaching Assistant: Wilson Lam
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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

Textbook

There is no required textbook for this course.

Recommended Readings

A recommended reading list is available on LEARN for those who are interested to further hone their theoretical and practical understanding of UX design and research. Many of the books and articles are available at the university and public libraries, or online.

Participation

Participation is expected of students by contributing 5 short written discussions/reflections (approx. 150 – 200 words each) throughout the semester on SLACK no later than Thursdays at 5 pm based on the recommended readings assigned that week. Details will be provided in class. A minimum of 5 discussion topics is expected that are valued at 2% each, graded based on the quality and insightfulness of the contributions. In other words, this should be more than just a summary of what you have read! Students

may choose any 5 **distinct course topics** they wish to contribute throughout the semester. Contributing more than 5 discussions is encouraged, in which case your top 5 grades will be used.

Evaluations

Participation and engagement: 20%

Online discussion and reflection 10% (2% ea. x5)

Attendance 10%

Project 1: UX innovation and trends tracking 20% (individual)

Project 2: UX design and research project 60% (group and individual components)

Milestone 1: 25%

Milestone 2: 25%

Peer Evaluation 5%

Poster presentation and demo: 5%

Tentative Course Schedule

Below is a tentative timeline. The content of the lectures and order may change based on class progress and interest.

Week	Date	Topic	Assignments and Due Dates
1	Sep. 8	Course Overview Intro to UX and UCD	Project 1 introduced and assigned Project 2: Milestone 1 introduced and assigned
2	Sep. 15	Users and requirements	
3	Sep. 22	Conceptualizing interaction	Project 2: Teams selected. Last day to email team information, and project topic to the Instructor for feedback
4	Sep. 29	Prototyping: low/medium-fidelity	
5	Oct. 6	Usability inspection methods	Project 1 due Oct. 6
6	Oct. 13	Fall break; No UX class	
7	Oct. 20	Interaction design and high-fidelity prototyping	
8	Oct. 27	Interface design	Project 2: Milestone 1 report due Oct. 27 in class (submit hardcopy in class and digital copy on LEARN) Project 2: Milestone 2 introduced and assigned
9	Nov. 3	Project 2: Milestone 2 in-class workshop	Attendance is mandatory.
10	Nov. 10	User studies and usability testing	
11	Nov. 17	Types of data, data analysis, interpretation, and presentation	
12	Nov. 24	Special topic or guest speaker: TBA	
13	Dec. 1	Last day of class; Teams present their projects	Project 2: Poster Presentations and peer evaluations due Dec. 1 in class Project 2: Milestone 2 report due Dec. 8 on LEARN

Projects

The term projects will consist of one individual project and one large ongoing project with specific deliverables due according to the schedule above. Details about the projects can be found on LEARN.

Project 1 must be completed independently. Project 2 will be done in part in teams of 3-4 and in part independently. Students are responsible for organizing and managing their teams. Choice of team members and team name should be emailed to the instructor by Sept. 22.

Project Extensions and Lateness Policy

All assignments must be submitted on LEARN on the specified day and time they are due (see exceptions for project 2).

Project 1: No extensions. Late assignments will be penalized by a deduction of 10% per 24 hour period, or part thereof, out of the final mark received on the assignment.

Project 2: A flexible deadline extension of 48-hours will be available to each student. You may use it for one 48-hour extension on either of Project 2 Milestone 1 or 2, or split it between the two milestones. Details will be provided in class. Once the 48-hours are used up, projects handed in late will be penalized by a deduction of 10% per 24 hour period, or part thereof, out of the final mark received on the assignment.

Attendance

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

Notes on Avoidance of Academic Offenses

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

A 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.