

Faculty of Arts
GBDA 103 – 002
User Experience Design - Fall 2017
Fridays 1:00pm

Instructor and T.A. Information

Instructor: Hira Javed

Office: 2018

Office Hours: By appointment. Available via Google Hangout, Skype, email or phone.

Email: hira.javed@uwaterloo.ca

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Section	002
T.A.	Kate McLeary
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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 and Illustration	Sept 22, 2017	20%
In-Class Labs (2 labs x 5% each)	Oct 27 and Nov 17, 2017	10%
Participation	Week 2 - 12	20%
Group Project		
Part 1: User Interviews	Oct 6, 2017	20%
Part 2: Prototype	Nov 24, 2017	20%
Part 3: Presentation	Dec 1, 2017	10%
Total		100%

UX Reflection Paper and illustration

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? Visually illustrate your journey through the app/website.
- 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:

Twitter (#GBDAUX @hirajaved10 must be tagged)

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

Discussion Board on Learn

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:

Attendance

- Attendance record will be considered when calculating overall participation mark.

Discussions & Group Activities

- Active participation in class discussions and group activities.
- Marks awarded based on quality of contribution and level of engagement.

Group Project

In groups of 4, 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 any tool of your choice. Further details and evaluation rubric will be provided in the first week of class.

Deliverables:

Part 1: User Interviews

Part 2: Prototype

Part 3: Presentation

Course Schedule:

Week	Date	Topic	Duedates
		Part 1: UX Strategy - “planning”	
1	September 8, 2017	Intro to UX and Design Thinking	
2	September 15, 2017	Problem Definition	
3	September 22, 2017	Generative UX Research: Empathy Building	UX Reflection Paper
4	September 29, 2017	Designing for humans: Emotions, Behaviours, Expectations and Accessibility	
5	October 6, 2017	Information Architecture: Structure and Navigation	Part 1: User Interviews
	October 13, 2017	NO CLASS	
		Part 1: UX Design - “creating”	
6	October 20, 2017	Experience Mapping: Task Flows and User Journey	
7	October 27, 2017	Prototyping: Sketching and Wireframing	Lab 1
8	November 3, 2017	Interaction Design and interactive prototyping	
9	November 10, 2017	UX writing: Leveraging the power of words	
10	November 17, 2017	Evaluative UX Research: Validating design	Lab 2
11	November 24, 2017	Looking ahead: Artificial Intelligence, Augmented, Virtual and Mixed Reality	Part 2: Prototype
12	December 1, 2017	Project Presentations	Part 3: Presentations

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.

Mental Health Support

All of us need a support system. The faculty and staff in Arts encourage students to seek out mental health supports if they are needed.

On Campus

- Counselling Services: counselling.services@uwaterloo.ca / 519-888-4567 xt 32655
- [MATES](#): one-to-one peer support program offered by Federation of Students (FEDS) and Counselling Services
- Health Services Emergency service: located across the creek from Student Life Centre

Off campus, 24/7

- [Good2Talk](#): Free confidential help line for post-secondary students. Phone: 1-866-925-5454
- Grand River Hospital: Emergency care for mental health crisis. Phone: 519-749-433 ext. 6880
- [Here 24/7](#): Mental Health and Crisis Service Team. Phone: 1-844-437-3247
- [OK2BME](#): set of support services for lesbian, gay, bisexual, transgender or questioning teens in Waterloo. Phone: 519-884-0000 extension 213

Full details can be found online at the Faculty of ARTS [website](#)

Download [UWaterloo and regional mental health resources \(PDF\)](#)

Download the [WatSafe app](#) to your phone to quickly access mental health support information

Territorial Acknowledgement

We acknowledge that we are living and working on the traditional territory of the Attawandaron (also known as Neutral), Anishinaabe and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes six miles on each side of the Grand River.