

Syllabus

GBDA 103: User Experience Design

University of Waterloo, Stratford Campus
Global Business and Digital Arts
Fall Term 2017

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Afternoon - **Komal Javed**, k2javed@uwaterloo.ca

Office Hours:

Mo, Wed, 9AM - 5PM

UW main campus, or any coffee shop around Waterloo, by appointment

Tue, Thu, Fri, between classes

UW Stratford campus, office 3012, by appointment

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 & Deliverables:

Industry Project (team)	60%
Project Road Map & Report (5% each)	10%
Experience Map	10%
Prototypes (10% each)	20%
Usability Test Plan & Execution	10%
Final Presentation	10%
UX Reflection (individually)	20%
Professionalism & Engagement (individually)	20%
Attendance & In-Class Participation	10%
Attending UX Events	5%
UX Trend Spotting on Social Media	5%

Participation:

Students are expected to actively participate in this course, by either (1) participating in class, (2) online discussions, (3) attending local UX events, 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 8	Intro to UX Defining User Experience Design Thinking 101		
2	Sept 15	Part 1: The UX Strategy "Planning"	Research 1: The Market Competitive Analysis	Intro: Industry Project
3	Sept 22		Research 2: The User User Centered Design (UCD) Observing, Screening & Interviewing Users Personas	Intro: UX Reflection
4	Sept 29		Emotional Design Human Behavior, Motivation & Engagement Mental Models	Due: Project Roadmap (Sept 28, 7PM)
5	Oct 6		Information Architecture Organization Structures Hierarchy & Navigation Card Sorting	
	Oct 13	Happy Thanksgiving - No Class		
6	Oct 20	Part 2: UX Design "Creating"	Experience Mapping User Task Flows & User Journeys	Due: UX Reflection (9AM)
7	Oct 27		Sketches & Storyboards From Pencil & Paper to Digital Tools	
8	Nov 3		Prototype, part 1 Wireframes	Due: Experience Map
9	Nov 10		Visual Design & Interaction Design (IxD)	
10	Nov 17		Usability Testing	Due: Prototype 1 (9AM)
11	Nov 24		Prototype, part 2 Adding Interactivity	Due: Usability Testing Report (9AM)
12	Dec 1		Final Group Presentations	Due: Prototype 2 (9AM)
				Due: Final Report (Dec 8, 5PM)

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](#)