

Syllabus
GBDA 210: Introduction to User Experience Design

University of Waterloo
 Stratford School of Interaction Design & Business
 Fall 2019

Instructor: Karin Schmidlin MDM
Phone: 519.888.4567, x23005
Email: kschmidlin@uwaterloo.ca
Twitter: @k_arin **Instagram:** @schmidlinkarin
TAs: Sara Selvaggi, Calvin Zheng

Classroom: DMS 2024
Office Hours:
 DMS 3012, by appointment

Course Description:

In this course, students will learn the basic principles and practices of user experience design and usability testing. Students will learn how to plan, implement, and interpret usability tests conducted on digital design applications, focusing both on functionality and on the quality of the user's interactions with these technologies.

Learning Objectives:

By the end of the course, students will be able to:

Objective	Covered in Week:
1 Apply the basic principles of User Centered Design (UCD)	W1, W3
2 Demonstrate how the role of the user, their behaviors , perceptions, attitude and expectations affect their interaction with digital devices, software and applications	W3, W4, W5, W9
3 Use different prototyping methods, design principles and wireframing tools	W6, W7, W9, W10
4 Plan, implement and interpret UX research using a variety of different methodologies	W2, W3
5 Conducting a usability test and effectively analyzing the collected data	W8

Evaluation and Deliverables

	%	Due
Team	60	
Experience Map	(40)	Oct 24, 9 AM (section 1), Oct 25, 9 AM (section 2), Oct 25, 1 PM (section 3)
Prototype 1 – Low-fidelity	(20)	Nov 14, 9 AM (section 1), Nov 15, 9 AM (section 2), Nov 15, 1 PM (section 3)
Prototype 2 – High-fidelity	(20)	
Final Presentation	(20)	Nov 28 (section 1), Nov 29 (sections 2+3)
Individually	40	
Design Studios (2x 10%)	(20)	Design Studio 1: Oct 11, 9 AM (section 1), Oct 12, 9 AM (section 2), Oct 12, 1 PM (section 3) Design Studio 2: Nov 8, 6 PM (section 1), Nov 9, 6 PM (section 2), Nov 9, 1 PM (section 3)
Persona	(20)	Oct 3, 9 AM (section 1), Oct 4, 9 AM (section 2), Oct 4, 1 PM (section 3)
Ecosystem Analysis	(30)	Sept 23, 9 AM (section 1), Sept 24, 9 AM (section 2), Sept 1 PM (section 3)
Attendance & Engagement	(30)	Throughout the course :)

With the exception of physical prototypes, all work must be submitted to the designated Dropbox on LEARN by the due date.

Participation:

Given that without your participation, this course is just me talking. And that sounds pretty boring, don't you think? So I expect every student actively participating in this course, either (1) by speaking up in class, (2) via SLACK team 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 and Recommended Readings:

Required readings will be posted on LEARN each week. A list of recommended books can be found as well. 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:)

Schedule of Classes

Week	Date	Topic
1	Sept 7*, Sept 8**	Introduction to User Experience Design Sprint
2	Sept 12, Sept 13	Research 1: The Ecosystem Analyzing the market, stakeholders and competitors
3	Sept 19, Sept 20	Research 2: The User User-Centered Design (UCD) Personas
4	Sept 26, Sept 27	Emotional Design & Ideation Designing for human behavior, mental models Ideation techniques
5	Oct 3, Oct 4	Experience Mapping
6	Oct 10, Oct 11	Visual Design 1 Layout & composition
	Reading Week	
7	Oct 24, Oct 25	Prototype 1: Low-Fidelity User flows and Wireframes
8	Oct 31, Nov 1	Usability Testing
9	Nov 7, Nov 8	Visual Design 2 User interface design (UI) and interaction design (IXD)
10	Nov 14, Nov 15	Prototype 2: High-Fidelity Adding interactivity
11	Nov 21, Nov 22	Workshop , improvisation and getting ready for the final presentations
12	Nov 28, Nov 29	Final Presentations

* Section 001

** Sections 002, 003

Work Submission Policy

Late Work

Assignments submitted late without approved extensions by the instructor will be subject to late penalties. 5% will be deducted for projects that are handed in within 12 hours after the deadline and an additional 5% per day thereafter (including weekends). After two weeks a grade of 0% will be assigned.

Course Communication

Lecture slides, grades, readings and other course materials will be posted to LEARN. However, a Slack (<https://slack.com>) workspace has been set up for this course. Each team will receive a dedicated #channel to be used as the main communication channel to communicate with Karin, the TA's and the project managers. Given that a big chunk of your grade is for class engagement, I don't recommend using other platforms for team communication, e.g. FB messenger. All official announcements will be posted on SLACK as well as on LEARN.

Student Responsibilities and Rights

Universities recognize that an effective education is one that repeatedly challenges the student while providing an opportunity for the student to learn to meet those challenges. We as instructors strive to provide activities and assignments that discriminate among students according to their varying success in learning to meet and overcome respective challenges. This implies that these are integral components of a successful higher education:

1. The amount of material covered in this course will be considerable, and you will not be expected to be able to write down everything that is spoken by the instructor, but instead will have to apply effective and selective note-taking skills.
2. The most effective learning takes place through an active and constructive, rather than a passive, process. You are therefore obligated to do more than simply memorize information passed on by the instructor during a lecture. You must study and apply outside of class in order to fully comprehend the material presented.
3. **Grading:** If you believe that an error has been made in grading a course requirement, please contact the instructor. Please note that upon appeal, the instructor reserves the right to re-grade any portion of the submitted material. Hence, it is possible that an appeal may result in a lower grade.
4. You are expected to check the course **LEARN** web page on a regular basis for announcements concerning schedule changes to classes and office hours, additional reference materials, answers to common questions, etc.
5. Students are responsible for ensuring that assignments submitted via the LEARN Dropbox are properly uploaded to and are saved with the extension that is specified by the instructor. Unless otherwise indicated, assignments that are not submitted properly by the due date listed in the course outline will receive a mark of zero. Students may attempt to properly submit assignments after the due date but the instructor reserves the right to consider this as a regular late assignment and reweight the grade as indicated in the course outline.
6. **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 <https://uwaterloo.ca/academic-integrity/> for more information.]

7. **Grievance:** A student who believes that a decision affecting some aspect of their university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70, Student Petitions and Grievances, Section 4, <https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70>. When in doubt please be certain to contact the department's administrative assistant who will provide further assistance.

8. **Discipline:** A student is expected to know what constitutes academic integrity [check <https://uwaterloo.ca/academic-integrity/>] 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, <http://uwaterloo.ca/secretariat/policiesprocedures-guidelines/policy-71>. For typical penalties check Guidelines for the Assessment of Penalties, <http://uwaterloo.ca/secretariat/policies-proceduresguidelines/guidelines/guidelines-assessment-penalties>.

9. **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) <http://uwaterloo.ca/secretariat/policiesprocedures-guidelines/policy-72>.

10. **Note for Students with Disabilities:** AccessAbility Services, 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 to lessen the impact of your disability, please register with AccessAbility Services at the beginning of each academic term.

11. **Turnitin.com:** Text matching software (Turnitin®) will be used to screen assignments in this course. This is being done to verify that use of all material and sources in assignments is documented. Students will be given an option if they do not want to have their assignment screened by Turnitin®.