

Course Syllabus

GBDA 210: Introduction to User Experience Design
University of Waterloo
Stratford School of Interaction Design & Business
Fall 2019

Instructor Information

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Course Information

Students will learn the basic principles and practices of user experience design and usability testing in this course. Students will learn how to plan, implement, and interpret usability tests conducted on digital design applications, focusing on different theories and concepts from cognitive psychology, industrial design, perception, and social aspects of user experience.

Course Approach and Introduction

Welcome to GBDA 210: Introduction to User Experience Design! My name is Ayman Alzayat, and I will be your instructor for this online course.

Together, we will explore fascinating and exciting topics related to UX design, including cognitive aspects of design, usability testing, and using gamification strategies to improve your design. I hope that this course will provide you with exciting and stimulating ideas for your future endeavors. I am looking forward to spending the term working together, learning from each other, and supporting one another's success.

This course begins on the first day of term. You can access all of the course material on Learn. You are welcome to start exploring the syllabus, which you will find in Learn in the left-hand section.

GBDA 210 is an asynchronous online course, which means that we will not be meeting at the same time or place during this course. Therefore, I recommend that you plan and schedule specific times dedicated to working on each lesson. Each week, a lesson will be posted in both video and text formats. Ensure that you check the course calendar in the syllabus for due dates of assignments and project deliverables.

As you get started, I am available to answer any questions you may have by email or virtual meeting. I hope that you are looking forward to this course as much as I am.

Learning Outcomes

By the end of this course, students should be able to:

- Apply the basic principles of Human-Centered Design
- Demonstrate how the role of the user, their behaviors, perceptions, attitudes, and expectations affect their interaction with digital devices, software, and applications
- Use different prototyping methods, design principles, and wireframing tools
- Plan, implement and interpret UX research using a variety of different methodologies
- Conducting a usability test and effectively analyzing the collected data through a group project.

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 develop further 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.

Recommended readings:

The design of everyday things: revised and expanded edition

by Norman, Donald a.

Publication date: Jan 1, 2013

Student Evaluation

Assessment	Weightage
3 Assignments	45% (15% each)
Term Project Deliverable 1- Pitch your project	20 %
Term Project Deliverable 2- Plan and Prototype	35%
Total	100

Assignments

Assignments will help you articulate what was discussed in lessons and help you practice your UX research and design knowledge with new and different situations. Assignments are to be completed individually and be no more than five pages in total. You may add a visual component that will not be counted toward your page limit. You will have an opportunity to solve a problem and provide solutions using the methods and concepts discussed in the lessons.

Term Group Project

The semester-long project will be divided into two deliverables: a proposal and YouTube presentation and a final project document. Please refer to the due date calendar for the due date for each project deliverables. Each deliverable should be submitted to Learn in the assigned Dropbox. I encourage you to start talking to your team members and plan for the project.

- **Deliverable 1 – Proposal and YouTube Presentation:** This deliverable consists of two parts; a proposal and a presentation. In the proposal, you should identify a system, website, or technology that you would like to investigate. Next, identify three problems or tasks that you would like to research and improve. Here, you need to identify an initial plan and research method to investigate these problems/tasks. The proposal should be about 2 pages in length, excluding any graphical components you would like to include. Finally, make a 6–10-minutes presentation with your team and upload it to YouTube. You are free to voice over your video presentation or show yourself in the video. All members should be present in the video presentation.
- **Deliverable 2 – Final Project Presentation and Document:** For the final project, you will work with your group to investigate three problems and propose how to improve them. In the final project document, you need to explain your proposed ideas and use the lesson content to justify your reasoning. You need to articulate the reasons why you chose a particular improvement using the lesson content. I will provide more details on the project in a separate document.

Weekly Schedule

Week	Topic	Assignment Dates
Week 1 (Sep 13)	Introduction to User Experience	
Week 2 (Sep 20)	Understanding the Market, Users, and Competitors.	
Week 3 (Sep 27)	User-Centered Design (UCD)	
Week 4 (Oct 4)	Usability Testing	A1 Due
Reading Week	Reading Week	
Week 5 (Oct 18)	The Psychology of User's Actions	
Week 6 (Oct 25)	Perceptual Aspects of Design	
Week 7 (Nov 1)	Wireframing, Prototyping, and Visual Design	A2 Due
Week 8 (Nov 8)	Gamification Elements in UX Design	D1 Due
Week 9 (Nov 15)	Human Errors in UX Design	
Week 10 (Nov 22)	Dark Patterns in UX Design	
Week 11 (Nov 29)	This week is for you to work on your projects	A3 Due
Week 12 (Dec 6)	Live Lecture (Q&A for the project) Time TBD	

Spring 2021 Assessment Schedule

Assessment	Lessons covered	Posted date	Due date (11:59 pm)
Assignment 1 (due Week 4)	Lessons 1-3	Sep 27, 2021	Oct 4, 2021
Assignment 2 (due Week 7)	Lessons 4-6	Oct 25, 2021	Nov 1, 2021
Term Project - Deliverable 1 (Due Week 8)	NA	NA	Nov 8, 2021
Assignment 3 (due Week 11)	Lessons 7-10	Nov 22, 2021	Nov 29, 2021
Term Project - Deliverable 2 (Due during the final exam period)	NA	NA	Dec 13, 2021

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.

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/policies-procedures-guidelines/policy-71>. For typical penalties check Guidelines for the Assessment of Penalties, <http://uwaterloo.ca/secretariat/policies-procedures-guidelines/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®.