

Syllabus

DEI 626: User Experience (UX) Fundamentals and User Experience Research (UER)

University of Waterloo
Masters in Digital Experience Innovation
Winter Term 2013

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Course Description:

This course will cover the fundamentals of UX design and provide the students with insights into the real-life processes, challenges, considerations, tools, teams, and models of a user experience designer. Students will be introduced to UX principles, to designing, evaluating, implementing and measuring UX.

Evaluation:

Effort and Participation: 20%
Website review (individual): 10%
Design Project (group): 30%
Research Project (group): 30%

Recommended Reading:

Alan Cooper, Robert Reimann, David Cronin. **About Face 3: The Essentials of Interaction Design.** Wiley, 2007

Donald Norman. **The Design of Everyday Things.** Basic Books, 2002

Steve Krug. **Don't Make Me Think: A Common Sense Approach To Web Usability.** Pearson Education, 2005

Tomer Sharon. **It's Our Research: Getting Stakeholder Buy-in for User Experience Research Projects.** Elsevier, 2012

William Lidwell, Kritina Holden, Jill Butler. **Universal Principles of Design: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design.** Rockport, 2003. Revised and updated 2010

PART 1 - INTRODUCTION AND OVERVIEW		
January	9	Defining User Experience UX Myths and High Level Principles History, trends, and challenges for UX Adaptive content and responsive web design Learning from the design of everyday things
	16	UX as strategic advantage Elements of UX strategy UX design as research field (process and deliverable) UER: Qualitative vs quantitative research Making the business case for UX Usability metrics
	23	Planning (Projects introduction) Integrating UX into the development lifecycle Traditional and Agile development methods Brainstorming

PART 2 - DESIGNING AND EVALUATING UX		
	30	Customers and Users Overview of User Research Developing personas and scenarios Cognitive aspects of user behavior Incorporating user research data into the design Designing for users with disabilities
February	6	Rapid Prototyping (Lab) From concept to concrete: the basics of prototypes Paper prototypes
PART 3 - IMPLEMENTING UX		
	13	UX for Mobile Devices Constraints, challenges and opportunities Input methods Introduction to 'Mobile First'
	20	Reading Week - No Class
	27	Designing the User Experience Part 1 Visual design fundamentals Introduction to 'Design Thinking' From conceptual design to detailed design
March	6	Designing the User Experience Part 2 (Lab) Designing the flow Scenarios, storyboards, sketching and wireframing
	13	Implementing the User Experience Part 1 UX technologies and tools (incl. programming languages) Frontend vs. backend Content, design and behavior as 3 different components
	20	Implementing the User Experience Part 2 (Lab)
PART 4 - MEASURING UX		
	27	Measuring the User Experience Iterative design - designing/testing/improving UX Field studies, site visits, and ethnography Comparison of testing methods Success and failure measurements Qualitative vs quantitative methods Accessibility, localization, and multi-platform A/B vs. multivariate testing UX Audits: cognitive walkthrough Disseminating Audit Results
April	3	Presentations

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Discipline: A student is expected to know what constitutes academic integrity [check [www.uwaterloo.ca/academic integrity/](http://www.uwaterloo.ca/academic%20integrity/)] 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 offenses (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 offenses 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.

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.

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