Master module: Elective course - (UxD) User experience design

Om kurset

uddannelse	Computer Science / Informatik
Kursustype	valgkursus
Undervisningssprog	English
Kursus starter	07-02-2017
Kursus slutter	18-04-2017
Indhold	User experience (UX) is **the** concept to talk about user experience in relation to interactive systems. Earlier we talked about usability or user-friendliness. This course will you a thorough understanding of the concept and its elements, as well as of methods for designing and evaluating user experience. Further the course will train you in applying the concepts and methods to real life interactive systems. The course covers the following topics: - User-centred design, which involves principles for a managed, iterative, user-driven process alternating between design and evaluation - Visual structure, which involves the use of grouping, hierarchy, relationship, and balance in the layout of screens - The concept of usability, which involves the three dimensions effectiveness, efficiency, and satisfaction - Prototypes, which involve design sketches, prototypes for use in laboratory-like settings, and pilot systems for evaluation under realistic conditions - Empirical usability evaluation, which involves the thinking-aloud method and other ways of eliciting user feedback about a design prototype - Usability inspection, which involves usability evaluations performed analytically by usability specialists, includes cognitive walkthroughs and the keystroke-level model - User experience design by contextual inquiry, scenario based using personas
mål	User needs and requirements must be understood in the context of users' tasks and the technological possibilities. Consequently, needs and requirements are discovered, elaborated, and revised during software development processes through two types of activity: design and evaluation. The development of innovative, useful, usable, and pleasing IT applications requires competence in a set of design and evaluation methods, and knowledge of conceptual models and design principles enabling informed use of these methods. The aim of the UXD course is to provide participants with this competence and knowledge. The common framework for the course elements about design and evaluation is the concepts of user experience and usability. Participants will acquire an understanding of the three dimensions of usability – effectiveness, efficiency, and satisfaction – and how they affect the fit between, on the one hand, specified design and evaluation activities and, on the other hand, characteristics of the system, task, user, and cultural setting. Such an understanding is essential to the creation of visions of user experiences that can drive the design of innovative IT applications. Mastery of the course content will enable participants to design visual prototypes, evaluate their impact on users, and contribute to software process improvement. Knowledge - Know the techniques and concepts that are central to the design of visual interfaces. This includes prototypes and design sketches to illustrate and drive a process of discovering and communicating design ideas and user needs among designers and user representatives. - Know the theories and frameworks underlying selected usability evaluation methods, and to choose among, apply, and tailor these methods to concrete situations in order to measure effects of system use, determine whether design goals are achieved, and enable new insights about user experiences and design opportunities to emerge. Skills - Be able to use and theorize about techniques and concepts that are central to the design of visual interfaces. This includes the use of prototypes and design sketches to illustrate and drive a process of discovering and communicating design ideas and user needs among designers and user representatives. - Be able to apply the theories and frameworks underlying selected usability evaluation methods, and to choose among, apply, and tailor these methods to concrete situations in order to measure effects of system use, determine whether design goals are achieved, and enable new insights about user experiences and design opportunities to emerge. Competences - be able to work with user experience and usability issues, individually as well as in groups - be able to critically and systematically learn new approaches within user experience and usability issues, herby being able to on an individual basis take care of individual subject development.

litteratur	The textbook for the course is Harrison and Pyle: The UX Book. Process and guidelines for ensuring a quality user experience. Morgan Kaufmann (2012) supplemented by research articles.

Undervisningsform	Lectures and exercises.

Kursusdage	Every Wednesday at 13.15 - 17.00 in the period from 7. February - 18. April 2017.

Evaluering

The excellent performance: The student demonstrates:

- solid knowledge, insight, and overview of the subject area;
- solid description, competent application, and critical reflection with respect to his/her command and application of theories and methods; and
- certainty, conceptual accuracy, and independent and clear organization with respect to structuring and communication.

The good performance: The student demonstrates

- knowledge of and insight into the subject area;
- clear description and relatively competent application with respect to her/his command and application of theories and methods; and
- clear presentation and organization with respect to structuring and communication.

The performance meeting the minimum requirements: The student demonstrates:

- sufficient however limited knowledge of the subject area;
- a sufficient account of his/her command and application of theories and methods; and
- a sufficient, but uncertain presentation with regard to structuring and communication.

Eksamensform

20 min. individual oral examination based on a written assignment including grading.

External examiner and 7 step scale.

Eksamenstidspunkt

Submitting written assigment:

Friday at 12.00, April 28, 2017 at [Digital Eksamen](#)

Oral examination:

From June 6 - June 13, 2017

You will be informed of details such as exact time and location later

Reeksamensform

20 min. individual oral examination based on a written assignment including grading.

External examiner and 7 step scale.

reeksamenstidspunkt

Before end of August 2017.

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STADS stamdata	Valgkursus		
	belastning : 5 ECTS	aktivitetskode : U40561 / U40771	
	prøveform : mundtlig / Skriftlig/ mundtlig (ut)	bedømmelse : 7-trinsskala	censur : Ekstern censur / Intern censur