

INTRO TO USER EXPERIENCE DESIGN

COURSE SYLLABUS

Sara Lleverino

spetty@weber.edu

801-668-7844

Office Hours by Appointment

Required Textbooks

A Project Guide to UX Design: For user experience designers in the field or in the making (2nd Edition)

by Russ Unger and Carolyn Chandler

Don't Make Me Think (3rd Edition)

by Steve Krug

Available online to students free at

<http://proquest.safaribooksonline.com.hal.weber.edu:2200/book/web-design-and-development/9780133597271>.

Note: You may be required to log in with your eWeber credentials. You may also purchase a hard copy of the book if you prefer.

Grading

| | | | | | | | | | |
|----------|----|---------|----|---------|----|---------|----|--------|---|
| 100 - 95 | A | 89 - 87 | B+ | 79 - 77 | C+ | 69 - 67 | D+ | 59 - 0 | E |
| 94 - 90 | A- | 86 - 83 | B | 76 - 73 | C | 66 - 63 | D | | |
| | | 82 - 80 | B- | 72 - 70 | C- | 62 - 60 | D- | | |

Tests/Quizzes: 20%

Assignments: 40%

Final Project: 40%

Course Outline

1. Unit 1: Foundation & Process
 - a. Week 1: Intro to UX
 - b. Week 2: User behavior & cognitive processing
 - c. Week 3: Getting to know your project (user research & website evaluation)
 - d. Week 4: Personas
 - e. Week 5: Proposals: Goals, objectives, methodologies, business requirements
 - f. Week 6: Content Strategy
 - g. Week 7: Research Methods & Tools: Card sorting, surveys, focus groups, analytics
 - h. Week 8: Information Architecture (IA)
 - i. Week 9: Writing for the web

2. Unit 2: Wireframes, Prototypes & Testing
 - a. Week 10: Wireframes & Prototypes
 - b. Week 11: Usability testing
3. Design & Implementation
 - a. Week 12: Design principles & trends
 - b. Week 13: SEO & accessibility
 - c. Week 14: Final project presentations

Learning Objectives

At the conclusion of the this course students will:

- Understand the definition of user experience
- Apply the process of creating a usable experience
- Apply the principles of cognitive processing and user behavior
- Perform multiple research methods
- Understand multiple usability testing methods
- Conduct usability tests at two levels using at least one usability testing method
- Create a low-fidelity and medium-fidelity wireframe
- Analyze research data to guide content, navigation and design decisions
- Create navigation structures
- Implement a content strategy

Submitting Work

All assignments and projects need to be submitted through Canvas, the university's learning management system. Canvas is also where you will find due dates, reading assignments and descriptions for all work each week.

Late Work

You will be able to submit one assignment as late (up to five days) for full credit and after that all late assignments will receive 10% off the score for five days. Assignments will not be accepted after five days.

Accommodations for students with disabilities

Any student requiring accommodations or services due to a disability can contact Services for Students with Disabilities (SSD) in room 181 of the Student Services Center. SSD can also arrange to provide course materials in alternative formats if necessary. You may also let me know about any special accommodations you need and I will do my best to meet them right from the start.

For more information about the SSD contact them at 801-626-6413, ssd@weber.edu, or weber.edu/ssd.

Student Code

Any form of academic dishonesty (cheating, plagiarism, etc.) will not be tolerated. Proof of academic dishonesty will result in a failing grade (E) for the course. The following is an explanation of the student code which can be found at weber.edu/ppm/Policies/6-22_StudentCode.html.

FALL 2015 calendar

| September | | | | | |
|---------------|-------------------------------|-----|-----|-----|-----|
| | Mon | Tue | Wed | Thu | Fri |
| Week 1 | 31 1st Day of Classes | 1 | 2 | 3 | 4 |
| Week 2 | 7 Labor Day: No Classes | 8 | 9 | 10 | 11 |
| Week 3 | 14 | 15 | 16 | 17 | 18 |
| Week 4 | 21 | 22 | 23 | 24 | 25 |
| Week 5 | 28 | 29 | 30 | | |

| October | | | | | |
|---------------|-----|-----|-----|-----|---------------------------------|
| | Mon | Tue | Wed | Thu | Fri |
| Week 5 | | | | 1 | 2 |
| Week 6 | 5 | 6 | 7 | 8 | 9 |
| Week 7 | 12 | 13 | 14 | 15 | 16 |
| Week 8 | 19 | 20 | 21 | 22 | 23 Fall Break: No Classes |
| Week 9 | 26 | 27 | 28 | 29 | 30 |

| November | | | | | |
|-----------------|------------|------------|------------|-----------------------------------|-----------------------------------|
| | Mon | Tue | Wed | Thu | Fri |
| Week 9 | 2 | 3 | 4 | 5 | 6 |
| Week 10 | 9 | 10 | 11 | 12 | 13 |
| Week 11 | 16 | 17 | 18 | 19 | 20 |
| Week 12 | 23 | 24 | 25 | 26 Thanksgiving: No Classes | 27 Thanksgiving: No Classes |
| Week 13 | 30 | | | | |

| December | | | | | |
|-----------------|------------|------------|------------|------------|----------------------------------|
| | Mon | Tue | Wed | Thu | Fri |
| Week 14 | | 1 | 2 | 3 | 4 Last Day of THIS class |
| Week 15 | 7 | 8 | 9 | 10 | 11 Last Day of WSU Classes |
| | 14 | 15 | 16 | 17 | 18 Graduation |
| | 21 | 22 | 23 | 24 | 25 |
| | 28 | 29 | 30 | 31 | |