

Intro to User Experience Design Course Syllabus

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Office Hours by Appointment

Required Textbooks

Don't Make Me Think (3rd Edition)

by Steve Krug

Grading

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

Tests/Quizzes: 20%

Assignments: 55%

Final Project: 25%

Course Outline

1. Unit 1: Foundation & Process
 1. Week 1: Intro to UX
 2. Week 2: User behavior & cognitive processing

3. Week 3: Goals, objectives, methodologies
4. Week 4: Getting to know your users
5. Week 5: Personas
6. Week 6: Content Strategy
7. Week 7: Research Methods & Tools: Card sorting, surveys, focus groups, analytics
8. Week 8: Information Architecture (IA)
9. Week 9: Writing for the web
2. Unit 2: Wireframes, Prototypes & Testing
 10. Week 10: Wireframes & Prototypes
 11. Week 11: Usability testing
3. Unit 3: Design & Implementation
 12. Week 12: Design principles & trends
 13. Week 13: HTML Basics
 14. Week 14: SEO & accessibility
 15. Week 15: Final project presentations

Learning Objectives

At the conclusion of 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.