

WEB 2500: USER EXPERIENCE DESIGN

CONTACT INFORMATION

PROFESSOR

Noël Alton, DSc
She / Her / Hers
(801) 626-7929
noelalton@weber.edu

OFFICE HOURS

Tuesdays: 10:00–12:30

Thursdays: 1:00–3:30

Or by appointment, via Zoom.

COMMUNICATION (OUTSIDE OF CLASS):

If you have any questions about the course or need assistance, please schedule a visit during office hours using [Google Calendar](#).

If you need to talk to me outside of office hours, please email me and we will set a time.

COURSE DESCRIPTION

In this course students will be introduced to the four-step user experience design process which includes user research, design, testing, and implementation. The following topics will be covered: history of user experience, user behavior, cognitive processing, personas, web analytics, content strategy, information architecture, writing for the web, user-centered design, usability testing, and accessibility. Using current technologies and tools, students will create a basic web or mobile application. Prerequisite: WEB 1400.

COURSE OUTCOMES

At the conclusion of this course students will:

1. Understand the definition and practical application of user experience
2. Understand the psychology of cognitive processing and user behavior
3. Learn multiple research methods and conduct at least one
4. Create navigation structures
5. Implement a content strategy

6. Understand multiple usability testing methods
7. Conduct a usability test
8. Create a low-fidelity wireframe and a high-fidelity prototype
9. Analyze research data to guide content, navigation and design decisions
10. Learn and apply the principles of good interface design

GRADING

A	93–100%
A-	90–92.9%
B+	87–89.9%
B	83–86.9%
B-	80–82.9%
C+	77–79.9%
C	73–76.9%
C-	70–72.9%
D+	67–69.9%
D	63–66.9%
D-	60–62.9%
E	Less than 60%

COURSE WEBSITE

WSU Online is where course modules, assignments, grades, and announcements will reside. It can be accessed from <https://canvas.weber.edu>. For Canvas-related technical support, please click the HELP link in the top right corner of your screen. You can also call WSU Online at (801) 626-6499 or email wsuonline@weber.edu.

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.

ONLINE RESOURCES

READING

Designing with the Mind in Mind (online and free)

By Jeff Johnson

Publisher: Morgan Kaufmann

Pub. Date: December 2013

Print ISBN-13: 978-0124079144

Online: [Safari Books Online](#)

Visual Thinking for Design (online and free)

By Colin Ware

Publisher: Morgan Kaufmann
Pub. Date: July 2010
Print ISBN-13: 978-0123708960
Online: [Safari Books Online](#)

The Elements of User Experience (online and free)

By: Jesse James Garrett
Publisher: New Riders
Pub. Date: December 2010
Print ISBN-13: 978-0321683687
Online: [Safari Books Online](#)

TOOLS

- Adobe XD: students can sign up for access to Adobe tools and products. To request access, go to the [Adobe CC for Students page](#) and follow the instructions.

ASSIGNMENTS, SKILL CHECKS, AND FINAL PROJECT

This class is focused on being able to create a website (or application) using user experience principles and practices. For this reason, you will be asked to submit several smaller assignments that will support learning the skills necessary to complete your final project.

EXTRA CREDIT

Please don't ask for extra credit.

LATE WORK

Late assignments will receive a 10% deduction for each day late up to a week. After one week, no assignments will be accepted. Assignments must be completed by the scheduled date and time unless a student has extenuating circumstances such as a car accident or hospital emergency (with documentation). Notification to the instructor must be made within 24 hours of a missed assignment in order to be eligible for 'make-up' work. All make-up work is subject to a 20% late penalty, and must be completed within 14 days of the original due date.

TIME COMMITMENT

As a general rule, you should spend at least three times the number of credit hours assigned to the class. For example, this is a three-credit-hour class $3 \times 3 = 9$. You should expect to spend at least 9 hours a week working on this class.

TIPS FOR SUCCESS

One cannot learn all of the material by just reading the text; practice is critical when learning new software and programming languages. Successful students read the upcoming material ahead of time. They participate actively in class. If you are struggling with any concept, please come and see me during my office hours. The number one thing you can do is ask questions when you don't understand something.

COURSE POLICIES

STUDENT EXPECTATIONS IN GENERAL AND DURING COVID

Please refer to the following resources for information about the university's expectations for Fall 2020:

- [Student Expectations for Fall 2020](#)
- [Digital Addendum to Course Syllabi](#)

COURSE FEES

Course fees in the Network Management Technology major are designed to cover the costs of equipment maintenance and replacement, software, consumable materials and supplies, instructional resources, and certification.

TECHNICAL SUPPORT

For assistance with Canvas or related technical issues, please call 626-6499. This phone is staffed Mon-Thurs from 8 am - 5 pm and Fridays from 8 - 4:30 pm. You can leave a message during non-business hours for a return call. Alternatively, students can send an email message to wsuonline@weber.edu

If you are having technical issues related to usernames/passwords, please call the Service Desk at 626-7777, or email csupport@weber.edu.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

Any student requiring accommodations or services due to a disability must contact Services for Students with Disabilities (SSD) in room 181 of the Student Services Center. SSD can also arrange to provide course materials (including the syllabus) in alternative formats if necessary. For more information about the SSD contact them at 801-626-6413, ssd@weber.edu, or departments.weber.edu/ssd

ETHICAL CONDUCT

Any form of academic dishonesty (cheating, plagiarism, etc.) is unacceptable. Proof of academic dishonesty will result in a failing grade (E) for the course. The following is an explanation of cheating, as stated in the student code.

1. Cheating, which includes but is not limited to:
2. Copying from another student's test;

3. Using materials during a test not authorized by the person giving the test;
4. Collaborating with any other person during a test without authorization;
5. Knowingly obtaining, using, buying, selling, transporting, or soliciting in whole or in part the contents of any test without authorization of the appropriate University official
6. Bribing any other person to obtain any test;
7. Soliciting or receiving unauthorized information about any test;
8. Substituting for another student or permitting any other person to substitute for oneself to take a test.
9. Plagiarism, which is the unacknowledged (uncited) use of any other person's or group's ideas or work. This includes purchased or borrowed papers;
10. Collusion, which is the unauthorized collaboration with another person in preparing work offered for credit;
11. Falsification, which is the intentional and unauthorized altering or inventing of any information or citation in an academic exercise, activity, or record-keeping process;
12. Giving, selling, or receiving unauthorized course or test information;
13. Using any unauthorized resource or aid in the preparation or completion of any course work, exercise, or activity;
14. Infringing on the copyright law of the United States which prohibits the making of reproductions of copyrighted material except under certain specified conditions.