SCD

Welcome!

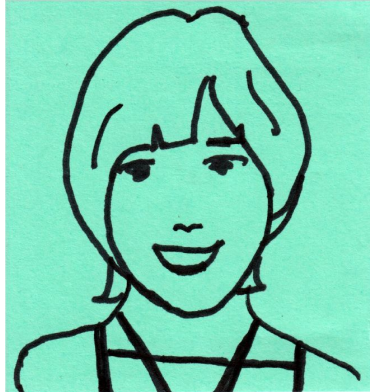## TE 498 - UX Fundamentals

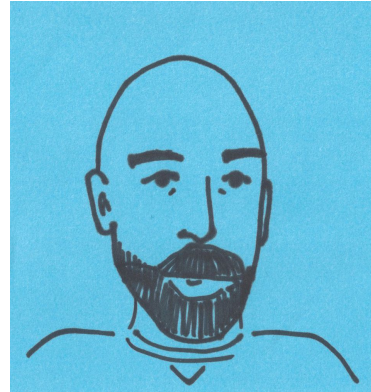Siebel Center for Design

Your instructor team:

Rachel Switzky
Director, SCD

Nancy Qu
SCD Design Fellow

Dr. Ted Faust
SCD Design Fellow

Course overview:

This course provides a hands-on introduction to Design Thinking and the fundamentals of UX research and design. Using SCD's human-centered design taxonomy, students will develop a semester-long project to research and prototype UI/UX design solutions.

Students will learn methods to perform initial research and project scoping, conduct interviews, create journey maps and wireframes, iteratively test prototypes, and hone their storytelling skills among other UX industry practices.

Course objectives:

- Gain an understanding of concepts and sensibilities of UX research & design

- Learn how to conduct user research, synthesize learnings to discover insights, and communicate findings using frameworks

- Appreciate the process of user experience design as a cyclical, iterative process

- Learn to give and accept design feedback/critique in a constructive way.

- Demonstrate prototyping skills at varying levels of fidelity

Weekly schedule of topics:

WEEK	THEME	LEARNING OBJECTIVE
1	Context setting	Course introduction
2	Understand	Introduction to user research techniques
3	Understand	Immersion
4	Synthesis	Insights/synthesis
5	Synthesis	Insights/opportunities
6	Presentation	Insights/opportunities
7	Design Sprint 1 - ideation	Concept development
8	Design Sprint 1 - ideation	Prototyping
9	Design Sprint 1 - ideation	Prototyping
10	Design Sprint 1 - ideation	Generative/Evaluative research sessions
11	Evaluation	
12	Evaluation	Making sense of the feedback
13	Presentation	
14	Design Sprint 2 - refinement	
15	Design Sprint 2 - refinement	
16	Presentations	

Class format:

Design is a lot of DOING. Every week we will focus on a topic of UX design. Supplemental material in the form of links and recorded lectures, videos etc will also be provided.

Design is a lot of COLLABORATION. We've got a great mix of disciplines in the class, and we're excited to break everyone into teams of 3 to work on a semester-long project to put your practice into action.

When we meet on Mondays, we will discuss the topic and DO activities based on what has been learned.

We will also invite guest speakers from the industry to share their experience and insights from their UX career around the topic for the week.

Accommodations:

If you require any accommodations for this class, please let us know as soon as possible. You are never required to tell us personal information. However, if you are having problems that affect your ability to attend, participate, or keep up with the workload in this class, please just let us know so that we can try to help you or direct you to resources that can provide help.

Attendance & Assignments:

1. Project Deliverables via Miro - 5 design deliverables @100 points each = 500

2. Presentations - 3 @100 points each = 300

3. Online discussion board via Slack = 100 points

4. Attendance via Zoom poll = 100 points

Overview of tools:

We'll be using two tools for most of our work and communication in this course, **Slack** and **Miro**.

Slack.

Slack is a communication tool that allows for the fluid creation of topic- and project-specific channels, as well as individual and group messaging.

Let's walk through a brief demo to show you the basic navigation and terminology - highlighting the differences between **channels**, **posts**, **saved items** and **threads**. We'll also touch on updating your **profile** and **notification** preferences.

Slack.

We've created a channel - **#introductions** - where we'd like each of you to **write a few sentences about yourself** and **why you've signed up** for this course.

Miro.

Miro is a collaborative whiteboard tool, accessed through your web browser, which is used across many industries for all kinds of collaborative work.

Once we establish our working groups for the semester, each group will have its own Miro board, where much of your work and assignments will be conducted.

You have all also been added to a course "sandbox" board, which we'll take a look at now, that has the basic templates for your assignments - which will also be pasted into your individual group boards. We'll use this board if we add or change any content, we'll direct you to new content on this board to copy into your own.

Other course tools.

We've also set up a **course website**, which you can bookmark as a central portal to access lecture slides, the syllabus, and navigate our other tools.

We'll be using **Compass** primarily as a gradebook.

Dr. Saad Shehab.

Please welcome Dr. Shehab, a Postdoctoral Research Fellow at SCD, who will be conducting assessment research on the course this semester.

Things to do this week**:**

1. **Write a brief introduction** about yourself on the **#introductions** channel on Slack

2. **Complete our short survey** of your skills and interests to help us start building teams (the link is posted in the **#general** channel on Slack)

3. **Read through our introductory Miro tips** in the **#tools** channel on Slack

4. **Set up your Slack notifications** to make sure you don't miss important announcements and updates - you can choose what days and hours, and what format (pop-ups, email, etc...) that works best for you.