

TE 498: UX Fundamentals

Spring 2021

Credit Hours: 3 (undergraduate), 4 (graduate)

Instructors: Rachel Switzky, Ted Faust, Nancy Qu

Course Time: Mondays, 10:00am - 11:50pm

[Zoom Meeting URL](#) | Meeting ID: 838 4264 2372 | Password: 237865

Office hours: By appointment

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

The objective of this course is for the students to understand and apply the fundamentals User Experience Design. In this course, we will

- Gain an understanding of concepts and sensibilities of UX design.
- Develop skills and knowledge to start a career in UX.
- Improve problem solving skills.

More specifically, at the end of the course, the students will learn:

- Gather useful information about users using various requirement gathering techniques
- 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 using low, medium and high fidelity models.

Format of the class:

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. 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.

Grade Distribution:

1. Project Deliverables - 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

1. Project Deliverables on Miro Board:

Design in the real world nearly always takes place with teams of people with diverse backgrounds working together toward a common goal. Developing group work skills, cooperation, and teamwork is an essential skill for students to learn who want to work in this space. Thus, a large component of this course will be to work as a team on a set context/topic (decided in Week 1). Design teams will be designated by the instructor in the first week of class. The teams will work on a project with milestones as specified in the schedule. The project deliverable will help you prepare high quality, professional documentation and artifacts relating to the design process that reflects UX in the real world.

The group project will consist of a number of different components, the full descriptions of which will be posted on the course website. Each component must be conducted and submitted as a group on Miro (unless otherwise stated).

Deliverable due dates:

1. 1A: Sunday 2/7 (UNDERSTANDING USERS)
1B: Sunday 2/14 (PLANNING INTERVIEWS + RESEARCH)
2. Sunday 2/21 (INTERVIEW DOWNLOAD + INSIGHTS)
3. Sunday 2/28 (ORGANIZING OUTCOMES + SELECTING FRAMEWORKS)
4. Sunday 3/14 (CREATIVE MATRIX)
5. Sunday 3/21 (CONCEPT DEVELOPMENT)

2. Presentations:

There will be three team presentations during the semester. This involves delivering (over Zoom) a short (approx 10 minutes) presentation to describe and demonstrate the project progress through the various design stages.

3. Online Discussion Board on Slack:

We have chosen Slack because it's one of the most commonly used collaboration tools in the UX workspace. We will have an online discussion board to help facilitate discussions of topics and issues of UX outside of the classroom. Your team must post every week on Slack on the topic of discussion in that particular week. You should share the link (journal/article/news or any other resource) and give a quick summary and analysis (why are you sharing it, what was interesting, what did you learn or not learn).

4. Attendance:

We will record attendance every week through Zoom polls. Attendance is mandatory for the course, so please let us know if you need to miss a class ahead of time, when possible.

Grading Scale: The grading scale for this class is based on 1000 total possible points.

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|--------------|------------|-----------|-----------|
| A+, A | 930 - 1000 | D+ | 670 - 690 |
| A- | 900 - 920 | D | 630 - 660 |
| B+ | 870 - 890 | D- | 600 - 620 |
| B | 830 - 860 | F | Below 600 |
| B- | 800 - 820 | | |
| C+ | 770 - 790 | | |
| C | 730 - 760 | | |
| C- | 700 - 720 | | |

Schedule of Topics by Week:

| WEEK | THEME | LEARNING OBJECTIVE |
|-------------|------------------------------|---|
| 1 | Context setting | Course introduction |
| 2 | Understand | Introduction to user research |
| 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 | Generative/Evaluative research sessions |
| 10 | Evaluation | |
| 11 | Evaluation | Making sense of the feedback |
| 12 | Presentation | |
| 13 | Design Sprint 2 - refinement | |
| 14 | Design Sprint 2 - refinement | |
| 15 | Presentations | |