



MODULE SPECIFICATION

Part 1: Information			
Module Title	User Experience		
Module Code	UFCFH5-30-2	Level	Level 5
For implementation from	2018-19		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Environment & Technology	Field	Computer Science and Creative Technologies
Department	FET Dept of Computer Sci & Creative Tech		
Contributes towards			
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: See Learning Outcomes</p> <p>In addition the educational experience may explore, develop, and practise but not formally assess the following:</p> <p>Team working in a creative studio setting;</p> <p>Cross-disciplinary collaboration and interpersonal communication.</p> <p>Outline Syllabus: 1. Psychological and Physiological Foundations for Interactive Systems Design</p> <ol style="list-style-type: none"> a. Ergonomics, aging and disabilities, memory, cognition, social interaction, online community b. Theories of emotion, persuasion, engagement and pleasure c. Information seeking behaviour d. Interactive system design guidelines and principles

STUDENT AND ACADEMIC SERVICES

2. Human-centred design process for interactive systems
 - a. Usability principles in context and evaluation techniques
 - b. Quantitative evaluation of behaviour through analytics
 - c. Participatory design techniques and contextual inquiry
 - d. User journeys, task analysis, personas and scenarios
3. Information Architecture
 - a. Content analysis and strategy - planning, prioritising and implementing content creation ; assessing content and deriving structure, metadata and relationships
 - b. Classification, navigation and search - designing taxonomies/tagging systems, navigation, labelling and microcopy, search engine mechanics, search design patterns and SEO
 - c. Design and evaluation of systems using IA heuristics
4. Understanding and communicating in different design contexts
 - a. Workshop and interview techniques - requirements elicitation, consensus building, conflict resolution
 - b. Prototyping – lo-fi and hi-fi prototyping, wireframes and interactive prototypes for design communication
 - c. Strategy - selling UX, building and communicating a vision, working in multidisciplinary teams
5. Ethics in UxD and Research
 - a. Privacy, security and trust in digital media systems
 - b. Codes of conduct and professional behaviour in UX work

Teaching and Learning Methods: The emphasis of the sessions will be on ensuring a deep understanding of content through practical application of concepts and methods. This will be achieved through assessed lab exercises and a group research study in the first term and a larger assessed design project supported by lab exercises in the second term.

Students will be expected to actively participate and engage with all class activities, sharing and discussing their reflections with their tutors and peers in class face-to-face and electronically via discussion forums.

Scheduled learning:

The module will be delivered through a combination of seminars and guided group research and lab exercises that will take place in workshops facilitated by the tutor.

Group Research:

An inquiry-based learning methodology will be followed, with student groups selecting topics from a curriculum-specific list to research (see syllabus outline, above). Within the selected topic, individual students will specialise on subtopics to be negotiated with their tutor.

Student groups will develop a research strategy and an initial mind-map or outline of the area to be studied with feedback and further guidance provided by the tutors

Thereafter, students will be expected to consult books, academic articles and quality practice resources – with guidance from the tutor and library staff where needed – to build a presentation on their subtopic

Lab and Workshop Exercises:

Students will undertake practical exercises of relevance to the curriculum, usually including but not limited to:

Contextual inquiry;
Content analysis;
Card sorting and card sort data analysis;
Web analytics;
Heuristic and cooperative evaluation;

STUDENT AND ACADEMIC SERVICES

Empathy tools;
Lo-fi and hi-fi prototyping.

Exercises will typically be structured as a series of guided steps towards building a sample web page, or a short written report, with scope for individual creativity, analysis and extension.

Design project

Students will design and implement an interactive digital media system employing a human-centred design process. This will be semester long project, starting with group work for the requirements phase and then branching into individual assignments for the prototyping and development phase. The emphasis will be as much on the process, as the product. There will be an expectation of analysing usability and user experience of the end product with a small group of users. Students will be expected to record their activities in a design journal.

Independent learning

Readings to accompany weekly topics will be suggested, from essential and recommended resources. Students will be expected to maintain a design journal containing items encountered during research, practicals and the design project and including personal reflection on this work.

Preparation for group presentations, submission of exercise write-ups and design project deliverables will all require group and individual work outside of taught sessions.

Activity (hrs)
Contact time (72)
Assimilation and development of knowledge (72)
Exam preparation (38)
Coursework preparation (18)
Total study time (300)

Part 3: Assessment

Student groups will give an assessed presentation on their research topic of choice to be co-assessed by the other groups and by the tutor (Assessment B1). Students will be expected to include:-

A definition of their topic area

A commentary on how it fits into the wider user experience design picture

Examples and case studies of the technique or approach in modern practice.

Presentation will be assessed approximately 70/30 between content and presentation, using the key criteria of:-

Relevance (connecting theory to practice)

Depth of research and analysis

Use of case studies and examples

Presentation style / use of media

Lab exercises will include a short write up and submission of results

(Assessment B2), to be assessed on:-

Completeness and attention to detail in presentation and documentation

Being able to articulate where and when the technique might be used;

STUDENT AND ACADEMIC SERVICES

Quality of evaluation of the work done, including suggestions for further work

The design project (Assessment B3) will combine the techniques and methods covered in B1 and B2 in application to a real-world design scenario.

Previous topics have included design of a university information kiosk, a personal trainer application, a digital nutrition assistant, a digital guide for a music festival.

Assessment criteria for B3 will include:

Ability to use usability principles and guidelines effectively in the designs developed.

Depth and scope of different HCD activities and analysis of how these contributed to the final outcome.

Ability to evaluate the usability and user experience of the final outcome and critically reflect on the positive and negative aspects of the process and the outcome.

The exam (Component A) will assess knowledge of UX principles and practice from across curriculum topics, focusing particularly on subjects covered by student presentations in Semester 1 (with student presentation resources being made available for revision purposes).

First Sit Components	Final Assessment	Element weighting	Description
Project - Component B		37.5 %	Design project (2000 word report plus design portfolio)
Practical Skills Assessment - Component B		18.75 %	Lab exercises
Presentation - Component B		18.75 %	Group presentation
Examination - Component A	✓	25 %	Exam (2 hours)
Resit Components	Final Assessment	Element weighting	Description
Project - Component B		75 %	Individual design project presentation and viva plus 2000 word report
Examination - Component A	✓	25 %	Exam (2 hours)

STUDENT AND ACADEMIC SERVICES

Part 4: Teaching and Learning Methods		
Learning Outcomes	On successful completion of this module students will be able to:	
	Module Learning Outcomes	
	MO1	Connect underlying theory and objectives to design patterns and practice in user experience
	MO2	Select and apply appropriate interaction design and information architecture tools, techniques and methodological frameworks.
	MO3	Organise and facilitate stakeholder workshops for requirements elicitation and concept realisation to a professional level.
	MO4	Plan and conduct a usability evaluation study, and report findings in a professional manner
	MO5	Synthesise primary and secondary research findings to gain context and user specific insights, enabling informed and evidence-based design
	MO6	Construct design concepts prepared using a variety of lo-fidelity and hi-fidelity prototyping media which afford a high level of usability, and present these in a clear and concise manner.
Contact Hours	Contact Hours	
	Independent Study Hours:	
	Independent study/self-guided study	228
	Total Independent Study Hours:	228
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	72
	Total Scheduled Learning and Teaching Hours:	72
	Hours to be allocated	300
	Allocated Hours	300
	Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p>https://uwe.rl.talis.com/modules/ufcfh5-30-2.html</p>