



Module Specification

User Experience

Version: 2023-24, v2.0, 19 Jul 2023

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	4
Part 4: Assessment.....	5
Part 5: Contributes towards	7

Part 1: Information

Module title: User Experience

Module code: UFCFH5-30-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Environment & Technology

Department: FET Dept of Computer Sci & Creative Tech

Partner institutions: None

Field: Computer Science and Creative Technologies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module focuses on understanding and exploring the user experience of digital applications and products through usability, information architecture and interaction design. It is underpinned by research and practice in the field of Human-Computer Interaction.

Features: Not applicable

Educational aims: User experience is a large and rapidly developing field. The module will develop student's ability to locate and critically evaluate relevant material from the large body of both academic and professional information available. Alongside this students will design and implement practical projects and exercises that use an inquiry-based learning methodology to create interactive digital media systems.

In addition the educational experience may explore, develop, and practise but not formally assess the following:

Team working in a creative studio setting

Cross-disciplinary collaboration and interpersonal communication

Outline syllabus: Students will acquire a good working knowledge of the practices and methods to conceive and design user experiences including:

Understanding the concept and history of the user in the field of Human-Computer

Interaction, the limits and opportunities of User Experiences in the field of digital media

The module will critically and practically explore the varied aspects of User Experience, including:

Psychological and physiological foundations for interactive systems design

A variety of design research methods and processes

Information architecture

Design contexts and Ethics

Part 3: Teaching and learning methods

Teaching and learning methods: Students will work in groups and individually on research and practical tasks producing a wide range of outcomes that include:

Design project work

Presentations

Research reports

Designing learning and user testing activities

Module Learning outcomes: On successful completion of this module students will achieve the following 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 imaginatively using a variety of lo-fidelity and hi-fidelity prototyping media which demonstrate a high level understanding of usability, and present these in a clear and concise manner

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ufcfh5-30-2.html) via the following link <https://uwe.rl.talis.com/modules/ufcfh5-30-2.html>

Part 4: Assessment

Assessment strategy: Each of the assessments is designed to utilise the requisite methods, tools and literature that will enable students to achieve at least two of the learning outcomes for the module.

The assessment types include a design project, workshop exercises and student led workshop / activity.

Students will create a practical project that will entail the design of a user experience, which will include research, ideation, testing and the creation of design visuals. In workshop exercises students will research, use and reflect on user experience methodologies. Students will also lead workshops where they present and demo (where appropriate) a variety of user experience methodologies.

These assessment types reflect real-world scenarios where User Experiences would be encountered and implemented. They also reflect the integration of research and practice that is central to the programmes that the module contributes to.

For each of the group assessments, briefs clearly state that where there is clear evidence of non-participation for any single individual their mark may be reduced and that all of the group must take part in presentations and associated student led workshop activities.

The written aspect of the assessments will allow students to meet the learning outcome that requires them to synthesise secondary and primary research findings.

Assessment tasks:

Presentation (First Sit)

Description: Workshop activity with documentation.

The workshop has a recommended duration of 30 - 40 mins.

Weighting: 25 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2

Practical Skills Assessment (First Sit)

Description: Individual UX user research exercises.

The exact types of exercises are specified in the assignment brief.

The exercises may consist of interviews, observations and potentially other user research methods.

Duration of exercises and word count of summaries is specified in the assignment brief.

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2

Project (First Sit)

Description: Design project (2000 word report and design folio)

Weighting: 45 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5, MO6

Presentation (Resit)

Description: Workshop activity with documentation.

The workshop has a recommended duration of 30 - 40 mins.

Weighting: 25 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2

Practical Skills Assessment (Resit)

Description: Individual UX user research exercises.

The exact types of exercises are specified in the assignment brief.

The exercises may consist of interviews, observations and potentially other user research methods.

Duration of exercises and word count of summaries is specified in the assignment brief.

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2

Project (Resit)

Description: Design project (2000 word report and design folio)

Weighting: 45 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Digital Media [Frenchay] BSc (Hons) 2022-23

Digital Media {Foundation}[Sep][SW][Frenchay][5yrs] BSc (Hons) 2021-22

Digital Media {Foundation}[Sep][FT][Frenchay][4yrs] BSc (Hons) 2021-22