MODULE SPECIFICATION

Part 1: Information			
Module Title	Introduction to UX Design [TSI]		
Module Code	UFCFJX-6-3	Level	Level 6
For implementation from	2023-24		
UWE Credit Rating	6	ECTS Credit Rating	3
Faculty	Faculty of Environment & Technology	Field	Computer Science and Creative Technologies
Department	FET Dept of Computer Sci & Creative Tech		
Module Type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

Part 2: Description

Educational Aims: The aim of this module is to provide a comprehensive introduction to the User Experience (UX) design methodologies. The module focuses on modern principles, approaches, and techniques applied for information elicitation and analysis, sketching, prototyping, and testing. Students build strong practical skills by conducting research, analysing and discussing Case Studies and creating respective solutions by using wireframing and prototyping tools such as Mockplus, Adobe XD, and Origami Studio.

Outline Syllabus: UX basic concepts, purpose, and importance
Cognitive aspects of UX
UX Design Methodologies
UX Design Process: Research and Task Description
UX Design Process: Design phase
UX Design Process: Prototyping and Testing
UX Design Process: Iterations and Improvements

Teaching and Learning Methods: The content of the module will be delivered to the students through lectures, practical sessions, discussions, research, analysis of Case Studies, and independent studies. The learning resources and the respective references will be made

available to students in the online module page (using Moodle LMS). The use of a variety of teaching and learning methods should encourage students to explore the subjects using the provided learning resources and exploring business cases available.

Students will be required to work individually and in groups: analyzing the application environment for the specific business cases; designing technology-driven UX solutions; developing prototypes; presenting the solution..

The theoretical and practical assignments will allow students to discuss and extend their comprehension and develop individual perspectives and approaches to UX design for different application areas. Teamwork experience will promote the development of communication, negotiation, collaboration, and listening skills.

Part 3: Assessment

This module assessment is split into two components (A – Exam, B – Practical Assignments):

The practical assignments component should be completed individually or in teams depending on the specific

The assessment strategy is described below:

A - final 2-hour examination which will assess the students' knowledge of the content that cannot be easily assessed through practical tasks.

B1 – a portfolio that consists of multiple elements

A Case Studies and the respective set of questions will be given to students. Students should research the related topics and apply the findings to the given Business Cases and submit a report which should contain the justified answers to the questions asked. This is an individual assessment.
A team-based practical assignment, which requires the development of UX solutions for the specific application area. This practical assignment consists of 4 stages: information gathering, information analysis, and decision-making, prototype development, and prototype testing. The developed prototype should be presented to the teaching faculty and classmates.

B2: in-class test: These are closed-book tests and covers some theoretical and practical topics. The test will contain different categories of questions: multiple-choice, short answers, mini-cases (essay-type answers)

First Sit Components	**Final Assessment**	**Element weighting**	**Description**
Examination - Component A	✓	40 %	Examination
Portfolio - Component B		42 %	individual report: Students will be given a scenario and a business case, they need to research related topics and apply their findings to a given Business Cases in a report (Individual) A team-based practical assignment, The development of UX solutions for the specific application area. This practical assignment consists of 4 stages: information gathering, information analysis, and decision-making, prototype development, and prototype testing. The developed prototype should be presented to the teaching faculty and classmates. (Group)

In-class test - Component B		18 %	Element B2 – This is a closed-book test that covers some theoretical and practical topics. The test will contain different categories of questions: multiple-choice, short answers, mini-cases (essay-type answers) and it should be completed individually on the specific date and under the time constraint condition. (30% of Component B)
Resit Components	**Final Assessment**	**Element weighting**	**Description**
Examination - Component A		40 %	
Written Assignment - Component B		42 %	individual report: Students will be given a scenario and a business case, they need to research related topics and apply their findings to a given Business Cases in a report The development of UX solutions for the specific application area. This practical assignment consists of 4 stages: information gathering, information analysis, and decision-making, prototype development, and prototype testing. The developed prototype should be presented to the teaching faculty
In-class test - Component B		18 %	Element B2 – This is a closed-book test that covers some theoretical and practical topics. The test will contain different categories of questions: multiple-choice, short answers, mini-cases (essay-type answers) and it should be completed individually on the specific date and under the time constraint condition. (30% of Component B)

Part 4: Teaching and Learning Methods

Learning Outcomes

On successful completion of this module students will achieve the following learning outcomes:

Module Learning Outcomes	**Reference**
Discuss the importance and value of UX design for the success of an online Business solution	MO1
Define UX characteristics and usability criteria	MO2
Examine the impact of UX design solutions on cognitive abilities of different categories of users	MO3
Evaluate different UX Design methodologies	MO4
Categorize users and the respective tasks for the specific application	MO5
Decide on suitable UX design approaches for the specific application	MO6
Collaborate effectively in the teams to develop and test an interactive UX prototype for the specific application	MO7

Contact Hours

Scheduled Learning and Teaching Hours:

Face-to-face learning	

	Total Scheduled Learning and Teaching Hours:	0
	Hours to be allocated	60
	Allocated Hours	0
Reading List	*The reading list for this module can be accessed via the following link:*	

Part 5: Contributes Towards
This module contributes towards the following programmes of study: Computer Science and Software Development [Oct][FT][TSI][4yrs] BSc (Hons) 2020-21 Computer Science and Software Development [Oct][PT][TSI][5yrs] BSc (Hons) 2020-21 BSc (Hons) 2020-21 Computer Science and Software Development [Feb][FT][TSI][4yrs] BSc (Hons) 2020-21 Computer Science and Software Development [Feb][PT][TSI][5yrs] BSc (Hons) 2020-21 BSc (Hons) 2020-21