



Module Specification

UX Origins and Applications

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Part 1: Information

Module title: UX Origins and Applications

Module code: UFCFS1-15-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Environment & Technology

Department: FET Dept of Computer Sci & Creative Tech

Partner institutions: University Centre Weston

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: Within this module you will gain insight into the origins of UX and how UX design principles are used throughout modern applications. You will explore the UX design process through empathising with the end-users, defining their needs, and testing designs against researched principles. You will be introduced to the basics of UX research, including how to plan research studies, conduct usability studies, and synthesise research results.

This module will serve as your introduction to UX and user-centred design. You will analyse interfaces commonly used to understand the design choices behind them. You will dissect all interfaces you encounter through design thinking. This module provides you with the knowledge and skills to enhance the experiences of all users, ensuring that individuals are not excluded from using your applications and interfaces.

Features: Not applicable

Educational aims: You will apply the fundamental UX concepts of user-centred design, accessibility, and equity-focused design to evaluate existing UX applications and understand the design processes and choices made by UX designers. You will develop design thinking skills, alongside enhancing your critical and analytical thinking.

Outline syllabus: What is UX:

How is the User Experience separate from the User Interface
Seminal Research of UX

Design concepts;

Design Thinking and User-Centred Design;

The impact of UX, including equity and accessibility;

Challenges in UX;

The role of UX in everyday life.

Part 3: Teaching and learning methods

Teaching and learning methods: Within this module you will be introduced to UX and design thinking. To ensure a suitable transition into this field of study, you will participate in a combination of guided learning through formal lectures, seminars,

and practical labs.

The module has an even split of lectures and labs to allow you to engage in practice versus theory exploration. You will learn about the origins of UX and how it has been historically applied. This will be further explored through the use of labs where you will begin the dissection the UX design methods. During the latter part of the module, the labs will transition to seminars where you will focus on both research and academic literature. This will focus on the value of designs, and the methodology used by designers.

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

MO1 Understand, apply, and begin to analyse insights that inform the development of systems, to ensure user and organisational needs are met.

MO2 Apply creative, analytical, and critical thinking skills to the design and improvement of UX solutions.

MO3 Explore how design thinking may be used to determine the design of new value propositions, products and services.

MO4 Analyse and apply structured problem-solving techniques, and computational skills to UX challenges.

MO5 Communicate findings concisely and effectively in varied formats

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 105 hours

Face-to-face learning = 45 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/lists/63DA8052-42AC-1574-5492-2643FC5A0A8D.html) via the following link <https://uwe.rl.talis.com/lists/63DA8052-42AC-1574-5492-2643FC5A0A8D.html>

Part 4: Assessment

Assessment strategy: To introduce you to the world of UX, the module starts with an individual video presentation to evaluate portfolio of collated existing user interfaces, where you will analyse the UX designs of environments and applications you have previously used; this allows for you to understand the importance of UX and develop a design thinking mindset from the onset of this module.

The final assessment in the form a report combines theoretical and practical knowledge where you will be required to design a range of different interfaces for a given problem space and evaluate your design choices.

Opportunities for formative feedback exist throughout this module include evaluating existing designs, practice interface development supported by peer assessment to ensure your readiness for the practical components. Academic writing is also supported by the Higher Education Academic Registry Team who will run focused sessions throughout the programme.

The resit/retake assessments follow the same format as the first sit with reworked or alternative scenarios/tasks.

Assessment tasks:

Presentation (First Sit)

Description: You will design an interface for a provided problem domain. You will review existing UX solutions for products within the problem domain, and utilise creative, analytical, and critical thinking skills to improve the identified designs; you will then propose multiple new designs and use design thinking to determine the suitability of each proposed design justifying your approach (10 minute Video Presentation)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4, MO5

Report (First Sit)

Description: A 1000 word report supported by illustrated examples. You are tasked with identifying the design implications of existing interfaces. You will need to evaluate how well the selected interfaces meet user needs. You should begin to apply design thinking to identify alternative interface design theory that could be utilised.

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3

Presentation (Resit)

Description: You will design an interface for a provided problem domain. You will review existing UX solutions for products within the problem domain, and utilise creative, analytical, and critical thinking skills to improve the identified designs; you will then propose multiple new designs and use design thinking to determine the suitability of each proposed design justifying your approach (10 minute Video Presentation)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4, MO5

Report (Resit)

Description: A 1000 word report supported by illustrated examples. You are tasked with identifying the design implications of existing interfaces. You will need to evaluate how well the selected interfaces meet user needs. You should begin to apply design thinking to identify alternative interface design theory that could be utilised.

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study: