



MODULE SPECIFICATION

Part 1: Information			
Module Title	Designing the User Experience		
Module Code	UFCE8J-15-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
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		

Part 2: Description
<p>Educational Aims: See Learning Outcomes</p> <p>Outline Syllabus: This module will introduce you to:</p> <p>The scope and character of interaction design activities.</p> <p>Human characteristics and diversity: physiological and psychological attributes; ergonomics; memory; cognition – problem solving, reasoning and skills acquisition; implications for interaction design and development.</p> <p>User experience and Usability: principles and concepts, guidelines and standards.</p> <p>Input and Output devices: traditional and emerging Technologies.</p> <p>Interaction Methods and Concepts: dialogue type and techniques, interfaces to support navigation; conceptual models and metaphors.</p> <p>User-centred design process and methodologies; user centred lifecycle models, methods for identifying user requirement; task analysis; iterative prototyping; socio-technical models;</p>

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participatory design.

Evaluation: goals and methods of evaluation.

New and emerging interaction paradigms: ubiquitous and pervasive computing; wearable computing; virtual and augmented reality; attentive environments; tangible bits.

Teaching and Learning Methods: This module is taught in weekly workshops. Engagement with – and understanding of – the topics is facilitated through practical activities and the opportunity for critical analysis and reflection.

Extensive course material is available online including presentations, reading and case studies. The coursework is designed to encourage students independently to research topics and to present their findings in class.

Part 3: Assessment

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First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component B		75 %	Portfolio of mini-projects
Examination (Online) - Component A	✓	25 %	Online Exam (2 hours) 24 hour window
Resit Components	Final Assessment	Element weighting	Description
Portfolio - Component B		75 %	Portfolio of mini-projects
Examination (Online) - Component A	✓	25 %	Online Exam (2 hours) 24 hour window

Part 4: Teaching and Learning Methods

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Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:		
	Module Learning Outcomes		Reference
	Approaches to evaluation		MO1
	The concept of user experience for computer based systems		MO2
	The relevance of human characteristics for interaction design		MO3
	Differentiating between good and poor user experience with reference to theoretical concepts		MO4
	Recognising and understanding the human and environmental characteristics that need to be taken into account when designing interactive computer systems		MO5
	Critically selecting and applying methods of evaluation		MO6
	Identifying, interpreting and evaluating standards and guidelines for interaction design		MO7
	Application of user centred design methodologies		MO8
	IT skills in context		MO9
	Communication skills		MO10
	Problem formulation and decision making		MO11
	Working with others		MO12

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Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p>https://uwe.rl.talis.com/modules/ufce8j-15-m.html</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Information Management [Sep][FT][Frenchay][1yr] MSc 2020-21
 Data Science [Sep][FT][Frenchay][1yr] MSc 2020-21
 Data Science [Sep][PT][Frenchay][2yrs] MSc 2020-21
 Data Science [Sep][FT][GCET][1yr] MSc 2020-21
 Information Technology [Sep][FT][Frenchay][1yr] MSc 2020-21
 Creative Technology [Sep][FT][Frenchay][1yr] MSc 2020-21
 Creative Technology [Sep][PT][Frenchay][2yrs] MSc 2020-21
 Information Management [Sep][PT][Frenchay][2yrs] MSc 2019-20
 Information Technology [Sep][PT][Frenchay][2yrs] MSc 2019-20
 Creative Technology [Sep][PT][Frenchay][2yrs] MSc 2019-20