Module Specification

Designing the User Experience

Version: 2023-24, v4.0, 17 Mar 2023

Contents

Part 1: Information

Module title: Designing the User Experience

Module code: UFCE8J-15-M

Level: Level 7

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: None

Delivery locations: Not in use for Modules

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: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: This module will introduce you to:

The scope and character of interaction design activities.

Human characteristics and diversity: physiological and psychological attributes; ergonomics; memory; cognition – problem solving, reasoning and skills acquisition; implications for interaction design and development.

User experience and Usability: principles and concepts, guidelines and standards.

Input and Output devices: traditional and emerging Technologies.

Interaction Methods and Concepts: dialogue type and techniques, interfaces to support navigation; conceptual models and metaphors.

User-centred design process and methodologies; user centred lifecycle models, methods for identifying user requirement; task analysis; iterative prototyping; socio-technical models; 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.

Part 3: Teaching and learning methods

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.

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

MO1 Critique good and poor user experience with reference to theoretical concepts

MO2 Recognise and understand the human and environmental characteristics that need to be taken into account when designing interactive systems

MO3 Critically select and apply user experience evaluation methods

MO4 Identify, interpret and contextualise standards and guidelines for interaction design

MO5 Apply human-centred design principles

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/ufce8j-15-m.html

Part 4: Assessment

Assessment strategy: Assessment for the module will be through a portfolio of tasks designed to enable students to demonstrate competency against the learning outcomes.

Tasks may vary, but will generally require students to demonstrate the ability to: conduct situational analysis; design and conduct user evaluation; gather feedback and to prepare and communicate design prototypes that meet documented user requirements.

Assessment components:

Portfolio (First Sit)
Description: Portfolio of mini-projects
Weighting: 100 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio (Resit)
Description: Portfolio of mini-projects
Weighting: 100 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Information Technology [Frenchay] MSc 2023-24

Data Science [GCET] MSc 2023-24

Data Science [NepalBrit] MSc 2023-24

Data Science [Frenchay] MSc 2023-24

Data Science [Frenchay] MSc 2023-24

Information Management [Frenchay] MSc 2023-24

Financial Technology [Frenchay] MSc 2023-24

Artificial Intelligence [Frenchay] MSc 2023-24

Information Technology [Frenchay] MSc 2022-23

Information Management [Frenchay] MSc 2022-23