MODULE SPECIFICATION

<table>
<tr><td colspan="4" align="center">Part 1: Information</td></tr>
<tr><td>Module Title</td><td colspan="3">Designing the User Experience</td></tr>
<tr><td>Module Code</td><td>UFCE8J-15-M</td><td>Level</td><td>M</td></tr>
<tr><td>For implementation from</td><td colspan="3">September 2019</td></tr>
<tr><td>UWE Credit Rating</td><td>15</td><td>ECTS Credit Rating</td><td>7.5</td></tr>
<tr><td>Faculty</td><td>Environment and Technology</td><td>Field</td><td>Computer Science and Creative Technologies</td></tr>
<tr><td>Department</td><td colspan="3">Computer Science and Creative Technologies</td></tr>
<tr><td>Contributes towards</td><td colspan="3">MSc Information Technology
MSc Creative Technology
MSc Financial Technology</td></tr>
<tr><td>Module type:</td><td colspan="3">Standard</td></tr>
<tr><td>Pre-requisites</td><td colspan="3">None</td></tr>
<tr><td>Excluded Combinations</td><td colspan="3">None</td></tr>
<tr><td>Co- requisites</td><td colspan="3">None</td></tr>
<tr><td>Module Entry requirements</td><td colspan="3">N/A</td></tr>
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<tr><td align="center">Part 2: Description</td></tr>
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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.

<table>
<tr><td align="center">Part 3: Assessment: Strategy and Details</td></tr>
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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.

Identify final timetabled piece of assessment (component and element)	A1	

	A:	B:
% weighting between components A and B (Standard modules only)	**25**	**75**

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Exam (2 hours)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Portfolio of mini-projects	100%
Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Exam (2 hours)	**100%**
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Portfolio of mini-projects	**100%**

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	On successful completion of this module students will be able to: • approaches to evaluation [Comp A] • the concept of user experience for computer based systems [Comp A] • the relevance of human characteristics for interaction design [Comp A] • differentiating between good and poor user experience with reference to theoretical concepts [Comp B] • recognising and understanding the human and environmental characteristics that need to be taken into account when designing interactive computer systems [Comp B] • Critically selecting and applying methods of evaluation [Comp B] • Identifying, interpreting and evaluating standards and guidelines for interaction design [Comp B] • application of user centred design methodologies [Comp B] • IT skills in context [Comp B] • communication skills [Comp B] • problem formulation and decision making [Comp B] • working with others [Comp B]

Key Information Sets Information (KIS)						
	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
	150	36	114	0	150	✅

The table below indicates as a percentage the total assessment of the module which constitutes a;

Contact Hours	**Written Exam**: Unseen or open book written exam
	Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test
	Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total assessment of the module:			
Written exam assessment percentage			25%
Coursework assessment percentage			75%
			100%

Total Assessment

Reading List	https://uwe.rl.talis.com/lists/53379382-3997-FB69-D2B5-8CB324E52CF3.html

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First CAP Approval Date				
Revision Approval Date	26 June 2018 29 May 2019 -UVP	Version	2 3	Link to RIA-12678 (CAR ID 4817) CAR ID 5026