

User Experience Design

MODULE CODE:	M5X01239
TITLE:	User Experience Design
DATED:	03/07/2014
LEVEL:	5
CREDITS:	20
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AIM

- To develop the student's knowledge and practical experience of research tools and techniques for measuring and understanding user experience (UX) and enhance the student's ability to generate holistic design interventions that incorporate a balanced mix of 'hard & soft' functionality in response to the evolving nature of 'product design' practice.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

1. Select and utilise a variety of research techniques and methods to observe and investigate user experience across the full spectrum of physical, cognitive, emotional and social interactions with/through artefacts, systems and services;
2. Communicate the process and insights gained from of user experience research and the application of this knowledge in the development of design proposals in response to a specified context.

INDICATIVE CONTENT

- User Profiling and Scenario Building
- Observational & Ethnographic Techniques
- Generative and Participatory Techniques
- Physical and Empathy Modelling Techniques
- Psychophysiological and Behavioural Techniques
- Quantifying UX: Basic Statistical Techniques
- Design Specification and Communication

LEARNING AND TEACHING STRATEGY

The module will be delivered through a combination of introductory lectures to introduce students to more advanced approaches to the subject, and studio based workshops or assignments targeting eight Instrumental Activities of Daily Living (IADLs) (as identified by <http://designingwithpeople.rca.ac.uk/activities>), to provide a framework for students to deepen their knowledge and understanding of a range of

research tools and techniques. Where possible, these exercises will parallel design project activities within professional design modules to enable students to embed methods within core practice.

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	60	30
Independent learning	140	70
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 – 60%

Coursework – Portfolio of UX Research & Design Projects (normally 2x30% or 3x20%)

Exemplar:

Using an appropriate range of ethnographic and empathy research methods, explore and communicate the experiences of a sample group whilst interacting with household packaging. Identify those aspects of each participant's experience with packaging that could be enhanced, looking for issues relating to a specific user 'type' or common ground issues across the range of types that make up the sample. Conceptualise a new packaging design and demonstrate how the user's experience of the packaging may be improved through this design intervention.

Assessment Component 2 – 40%

Coursework – Design Testing and Evaluation Report (2000 words)

Exemplar:

Develop an alternative design concept for a selected ubiquitous everyday product. The design should improve upon the existing interaction, making the product simpler, easier and more intuitive to use. Test and evaluate three concept models using a 'focus group' of a minimum of 5 participants. Produce a written and illustrated report that clearly documents the design testing and evaluation methodology and its conclusions – which design is most satisfying in terms of aesthetics, ergonomics and usability?

Assessment Summary

Activity type	Percentage
Written	0
Coursework	100
Practical	0
TOTAL	100%

BIBLIOGRAPHY

Essential

Soegaard, M. & Dam, R.F., (2013) The Encyclopedia of Human-Computer Interaction. (2nd edition) available at <http://www.interaction-design.org/books/hci.html>

Hanington, B. & Martin, B. (2012) Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions. Rockport.

Tullis, T. (2008) Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics. Morgan Kauffman.

Recommended

Buxton, B., Greenberg, S., Carpendale, S. & Marquardt, N. (2011) Sketching User Experiences: The Workbook. Morgan Kaufman.

Koskinen, I., et al. (2011). Design Research Through Practice: From the Lab, Field, and Showroom. Morgan Kaufman.

Stickdorn, M., & Schneider, J. (2010). This is Service Design Thinking. BIS Publishers.

Schifferstein, H. N., & Hekkert, P. (Eds.). (2008). Product Experience. Elsevier.

Sauro, J. (2008) Quantifying the User Experience: Practical Statistics for User Research. Morgan Kauffman.

Saffer, D. (2008) Designing Gestural Interfaces: Touchscreens and Interactive Devices. O'Reiley Media Inc.

Background

Kumar, V. (2012) 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization. John Wiley & Sons.

Moggeridge, B. (2006) Designing Interactions. MIT Press.

Journals

International Journal of Design <http://www.ijdesign.org/ojs/index.php/IJDesign/>

Journal of Design Research <http://www.inderscience.com/jhome.php?jcode=jdr>

Websites

<http://designingwithpeople.rca.ac.uk>

<http://www.education.edean.org/index.php?filters=f20>

<http://uxmag.com>

<https://www.interaction-design.org>

<http://www.inclusivedesign toolkit.com/betterdesign2/>