

VCIM-2700: USER EXPERIENCE DESIGN

Cuyahoga Community College

Viewing: VCIM-2700 : User Experience Design

Board of Trustees:

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Academic Term:

Fall 2023

Subject Code

VCIM - VC-Interactive Media

Course Number:

2700

Title:

User Experience Design

Catalog Description:

Introduction to user experience design. Includes practice with a variety of user research methods and applying those research results to interactive media projects.

Credit Hour(s):

3

Lecture Hour(s):

2

Lab Hour(s):

3

Requisites

Prerequisite and Corequisite

VC-1431 Vector Graphics.

Outcomes

Course Outcome(s):

Explain basic user research methods.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

- a. Discuss the strengths/weaknesses of a variety of user research methods.
- b. Demonstrate how to implement different user research methods.
- c. Prepare presentation materials to substantiate research to the client.

Course Outcome(s):

Apply user experience design principles to a variety of interactive media projects.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

- a. Explain basic user experience design principles for human interfaces
- b. Formulate interactive experiences that make use of user experience design principles and analysis of user research.

Course Outcome(s):

Create design documentation to present research results and produce presentations of your prototypes.

Essential Learning Outcome Mapping:

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

- a. Review common types of documentation shared within a product development team to communicate ideas, research results and prototypes.
- b. Organize research results into documentation that would be shared with product development team.
- c. Present all documentation and demonstration of final interactive prototype.

Methods of Evaluation:

- a. Team critiques of projects
- b. Instructor evaluation of projects
- c. Oral presentation
- d. Presentation of projects
- e. A written report of current relevant periodical literature

Course Content Outline:

- a. Overview of User Experience (UX) field, define UX and its applications
 - i. History
 - ii. Where it is now
 - iii. Where it is going
- b. Overview of the UX process and where it falls within general project process
 - i. Discovery: user research, requirements
 - ii. Design: prototyping
 - iii. Development: testing
 - iv. Deployment: support
- c. User research methods
 - i. Qualitative
 - ii. Quantitative
 - iii. Tools you can use
 - iv. Examples of the strengths/weaknesses of each method
- d. User Experience Design Principles for Human Interfaces
 - i. Cognitive
 - ii. Physical
 - iii. Accessibility
- e. Projects
 - i. One web-based project
 - ii. One mobile project
 - iii. One physical interface project
- f. User research methods for the students to learn about and apply based on the information desired for each project
 - i. Survey
 - ii. Competitive Analysis
 - iii. User Interviews
 - iv. User Observation – no prompting by researcher
 - v. Usability Study – scenarios and prompts provided by researcher

- g. Develop appropriate UX project deliverables based on the type of research to professionally share the results
 - i. Survey Analysis and Recommendations
 - ii. Usability Study Report
 - iii. Personas
 - iv. Journey Maps
 - v. Wireframe
 - vi. Interactive Prototypes
- h. Create an interactive prototype to demonstrate solution
 - i. Directly correlate the features of the design that meet the needs that came up in their user research

Resources

Tufte, Edward. (1990) *Envisioning Information*, Graphics Press.

Kalbach, James. *Mapping Experiences: A Complete Guide to Creating Value through Journeys, Blueprints, and Diagrams*. 2. O'Reilly Media, 2021.

Tom Greever. *Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience*. 2. O'Reilly Media, 2020.

McNeil, Patrick; Pannafino, James. (2017) *UX Methods: A Quick Guide to User Experience Research Methods*, CDUXP LLC.

Jon Yablonski. *Laws of UX*. O'Reilly Media, 2020.

Jeff Gothelf, Josh Seiden. *Lean UX: Designing Great Products with Agile Teams*. 3. O'Reilly Media, 2021.

Cooper, Alan; Cronin, David; Noessel, Christopher; Reimann, Robert. (2014) *About Face: The Essentials of Interaction Design*, Wiley.

Edward Stull. *UX Fundamentals for Non-UX Professionals: User Experience Principles for Managers, Writers, Designers, and Developers*. 1. Apress, 2018.

Resources Other

UXBooth (<http://www.uxbooth.com/>)

Usability Geek (<https://usabilitygeek.com/>)

UI Breakfast (<https://uibreakfast.com/category/podcast/>)

UX Podcast (<https://uxpodcast.com/>)

NN Group - Articles (<https://www.nngroup.com/articles/>)

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