Module: User Experience Design 261

Module name:	User Experience Design 261
Code:	UXD261
NQF level:	6
Type:	Elective – Diploma in Information Technology (software development stream)
Contact time:	72 hours
Structured time:	12 hours
Self-directed time:	36 hours
Notional hours:	120 hours
Credits:	12
Prerequisites:	PRG261

Purpose

This module introduces students to principles and methods relevant to the user experience design of digital products and services. Students will develop an understanding of the concept of 'user experience' and how it extends to other design practices, such as user interface design and interaction design. Students will learn about methods for designing the user experience in a range of different contexts, such as mobile applications, website, immersive, augmented, and other interactive environments. Students are given an opportunity to apply the principles and methods of user experience design in the context of a design project. At the conclusion of the module students will have a well-developed understanding of methods for gathering user requirements and translating requirements into design solutions that emphasise the user experience of the final product.

Outcomes

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

- Be able to demonstrate detailed knowledge of the main areas of user experience design techniques, including an understanding of and the ability to apply key terms, concepts, facts, principles, rules and theories of user experience design, discipline or practice to unfamiliar but relevant contexts.
- Knowledge literacy, in respect of which the learner is able to demonstrate an understanding of different forms of knowledge within the school of user experience design, and awareness of knowledge production processes.
- Method and procedure, in respect of which a learner is able to demonstrate the ability to evaluate, select and apply appropriate methods, procedures or techniques in investigation or application processes within the user experience design domain.
- Problem solving, in respect of which a learner is able to demonstrate the ability to identify, analyse and solve problems in unfamiliar contexts, gathering evidence and applying solutions based on evidence and procedures appropriate to user experience design.
- Producing and communicating information, in respect of which a learner is able to demonstrate the ability to present and communicate complex information reliably and coherently using appropriate academic and professional or occupational conventions, formats and technologies for user experience design.

Assessment

Assessment is performed using a variety of instruments:

- Continuous evaluation of theoretical work through written assignments, formative tests, and a summative test.
- Continuous evaluation through tracking of progress, offering support, guidance and provision of constant stream of opportunities to prove mastery of subject material and pursuing more challenging work as they master the basics.
- Final assessment through an examination.

Teaching and Learning

Learning materials

Prescribed books (EBSCO)

📖 ***Brian Hambling*** **et al.** ***(2019)*** **Software Testing : An ISTQB-BCS Certified Tester Foundation Guide - 4th Edition.** ***London: BCS, The Chartered Institute for IT.***

Learning activities

The teaching is a combination between presentation of theoretical concepts and exercises and discussions. The essence of the course is to learn how to design effective, usable and engaging interactive systems. Design of these draws on the relevant theory, its application, based on various techniques. Lectures, assignments and project work will build discipline specific expertise in the area of designing, evaluating and building interactive systems. Assignments will be reviewed in class. The project involves working in a team, conducting user studies with members of the group taking complementary roles, designing interfaces and carefully critiquing these. The project culminates in a report, presentation and demonstration.

Notional learning hours

Contact	Distance	Other	Type of learning activities	% Learning
y	y	n	Lectures (face-to-face, limited interaction or technologically mediated)	40%
y	y	n	Tutorials: individual groups	20%
n	y	n	Syndicate groups	10%
n	y	n	Independent self-study of standard texts and references (study guides, books, journal articles)	10%
n	y	n	Independent self-study of specially prepared materials (case studies, multi-media, etc.	20%

Syllabus

- From Human Computer Interaction to User Experience Design
- Fundamentals, principles, and elements of User Experience
- Techniques for examining the user experience and exploring the context of use
- Usability and user experience goals
- Interaction design in and for different users and cultures
- Capturing and representing user characteristics
- Product objectives and user needs
- Functional specifications and content requirements
- Designing accessible interactive systems
- The process of interaction design
- Prototyping
- Approaches to evaluation of user interfaces