

Fall 2019

IS 661-101: User Experience Design

Steven Weintraub

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Part I: Course and Instructor Information	
Semester:	Fall 2019
Course name:	User Experience Design
Course number:	19S IS 661101
Instructor name:	Steven Weintraub
Course location:	CKB 317
Course Meeting time:	Saturdays, 10:00 AM - 12:55 PM
Office hours & location:	Immediately after class, CKB 317
Email & phone number:	weintrau@njit.edu, (973) 202-9461 (cell)

Part II: Course Description

1. Course description:

This is a foundation course on the design of digital products. User eXperience Design isn't just about making interfaces usable - it's about designing and building products that solve peoples' real problems. Effective UXD requires a mix of Interaction Design (ID) methods and processes, supported by user-research – this course focuses on the ID design side of this equation. This course takes you through the process of creating compelling interaction designs for digital products from the idea stage into creating a simple and intuitive user experience blueprint. You will 'learn by doing' in a team environment, enabling you to practice the techniques with coaching from your instructor. The course will demystify Lean UX; Agile UX; Human Computer Interaction (HCI); Claims analysis; Persona construction; Storyboarding; ID Scenarios; ID Frameworks; Role of user-research in UXD requirements, design research, and usability; and Design Patterns.

2. Prerequisite courses or knowledge:

Ability to read and understand IS scientific journal articles in English.

3. Outcomes expected upon completion of course:

- a. Claims Analysis for design (using commercial applications, academic papers, and patents)
- b. Persona construction
- c. Problem scenario construction
- d. Activity scenario construction
- e. Key path scenario construction
- f. Incorporation of iOS and/or Android design patterns
- g. Wireframing and proficiency with wireframing tool Axure
- h. Holistic understanding of interaction design through the development of an Interaction Design framework

4. Ways that students will be assessed throughout the course:

Weekly attendance and presentations* (50%)

Final report - (50%)

***If you miss 3 class sessions, you will automatically be deducted a final letter grade.**

If you are late excessively to class, you will automatically be deducted a final letter grade.

If you miss 5 class sessions, you will automatically fail the course.

There are no opportunities for extra credit to improve your grade.

5. Required texts:

J. Preece, Y. Roger, & H. Sharp (2011). *Interaction Design: Beyond Human-Computer Interaction*
(Materials available on Moodle)

Steven Heim. *The Resonant Interface: HCI Foundations for Interaction Design*. ISBN: 0321375963
(Materials available on Moodle)

A. Cooper. *About Face 3: The Essentials of Interaction Design*. ISBN: 0470084111
(Materials available on Moodle)

6. Required software/hardware:

Axure www.axure.com/

7. **Web resources:**
Moodle

8. **Contacting instructor (including turn-around time for responses)**
See first page.

Part III: Mapping Learning Outcomes to Course Assessment	
Course Learning Outcome	Measure (ie exam, homework, rubric)
Claims analysis for design	Team presentation
Persona construction	Team presentation
Problem scenarios	Team presentation
Activity scenarios	Team presentation
Key path scenarios	Team presentation
Wireframing and use of wireframing tool Axure	Team presentation
Importance of visual design and design patterns	Team presentation
Developing an interaction design framework	Final report

Part IV: Course Calendar (Note: this calendar is subject to change)

*This calendar is subject to change. Please refer to the Moodle Weekly Outline for the most up-to-date course calendar.

Week	Topic	Readings due	Homework due
1	<i>Introduction to UX Design</i>		
2	<i>Design thinking</i>	-Interaction Design Ch. 1 -About Face Ch. 1 -Wicked Problems	Individual: install Axure and set up AFS directory
3	<i>Claims Analysis of commercial applications</i>	-About Face Ch. 2 -Claims Analysis examples	Group presentation: claims analysis of Rate My Professor, eBay, and Yelp
4	<i>Claims Analysis of commercial applications (part 2)</i>	-Scenario-based Design (Rosson & Carroll) -About Face Ch. 3 + 4	Group presentation: revised claims analysis of RMP, eBay, Yelp Group presentation: claims analysis w/ 1 app per group member Individual: Axure exercise – mockup of Yelp
5	<i>Principled design</i>	-lit review paper 1 -lit review paper 2 -lit review paper 3	Group presentation: revised claims analysis with all apps Group presentation: review of theory literature Group work: collaborative Axure exercise – mockup of Yelp
6	<i>Stakeholders and personas</i>	-About Face Ch. 5 -Heim Ch. 4 (Sentence highlighting not required:) -Foundation of Great UX	Group presentation: stakeholder list, target demographics, and 1 persona per group member

		<ul style="list-style-type: none"> -Closer look at personas -Measuring UX-personas -Usability.gov-personas 	
7	<i>Stakeholders and personas (part 2)</i>	-How do professionals use personas? (CHI'12)	<p>Group presentation: stakeholder list and personas</p> <p>Group work: interactive Axure prototype</p>
8	<i>Problem scenarios and storyboards</i>	<ul style="list-style-type: none"> -About Face Ch. 6 -Help a knight 	Group presentation: one Problem scenario and storyboard
9	<i>Problem scenarios (part 2)</i>	<ul style="list-style-type: none"> -Interaction Design Ch. 10 -Up on the wall <p>(Sentence highlighting not required:)</p> <ul style="list-style-type: none"> - Storyboarding introduction - The user's story - UX design techniques-storyboards - Storyboarding in the design process 	<p>Group presentation: Problem scenarios for all personas</p> <p>In-class exercise: card-sorting</p>
10	<i>Activity scenarios and storyboards</i>	<ul style="list-style-type: none"> -Interaction Design Ch. 9 -Heim Ch. 3 	Group presentation: one Activity scenario and storyboard
11	<i>Activity scenarios (part 2) and Information scenario</i>	<ul style="list-style-type: none"> -About Face Ch. 7 -Heim Ch. 6 	Group presentation: Activity scenarios for all personas + information scenario
12	<i>Information scenario (part 2) and Key path scenario</i>	Interaction Design Ch. 11	Group presentation: key path scenario in Axure + information scenario
13	<i>Key path scenario (part 2)</i>	About Face Ch. 8	Group presentation: key path scenario in Axure
14	<i>Key path scenario (part 3)</i>	About Face Ch. 12+13	Group presentation: key path scenario showing adherence to design patterns
15	<i>Key path scenario (part 4)</i>	About Face Ch. 14	Group presentation: key path scenario showing adherence to design patterns

Part V: Assignment Weighting (How Your Final Grade is Calculated)

Weekly attendance and presentations - (50%)

Final report - (50%)

Part VI: Delivery Mechanism

The following delivery mechanisms will be utilized:

X Moodle: <http://moodle.njit.edu>

NJIT on iTunes U: <http://itunes.njit.edu>

X Online resources (other than iTunes): Youtube

Other (see below):

Part VII: Plagiarism and Academic Integrity

The approved "[University Code on Academic Integrity](#)" is currently in effect for all courses. Should a student fail a course due to a violation of academic integrity, they will be assigned the grade of "XF" rather than the "F" and this designation will remain permanently on their transcript.

All students are encouraged to look over the [University Code on Academic Integrity](#) and understand this document. Students are expected to uphold the integrity of this institution by reporting any violation of academic integrity to the [Office of the Dean of Students](#). The identity of the student filing the report will be kept anonymous.

NJIT will continue to educate top tier students that are academically sound and are self-disciplined to uphold expected standards of professional integrity. **Academic dishonesty will not be tolerated at this institution.**

Part VIII: Getting Help - General

The IST Helpdesk is the central hub for all information related to computing technologies at NJIT. This includes being the first point of contact for those with computing questions or problems.

There are three ways to contact the Helpdesk:

1. Call 973-596-2900. Monday - Friday 8 am - 7 pm.
2. Go to Student Mall Room 48. Monday - Friday 8 am - 7 pm
3. Log a Help Desk Service Request online - <https://ist.njit.edu/support/contactus.php>.

Part IX: Getting Help - Moodle

In addition to the Helpdesk, NJIT has a number of resources available to help you learn/use Moodle. Please be aware of the following:

1. Getting Started Using Moodle (StudentCourse): <http://njit.mrooms.net/course/view.php?id=6204>
2. Student Moodle Tutorials: <http://moodle.njit.edu/tutorials/students/index.php>
3. Student Moodle FAQs: <http://moodle.njit.edu/tutorials/students/faq.php>