

Spring 2020

## IS 247-004: Designing the User Experience

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## Designing the User Experience (IS 247-004)

*Spring 2020*

<b>Instructor:</b>	Yu Xu		
<b>Day and Time:</b>	Thursdays, 10:00 AM – 12:50 PM		
<b>Location:</b>	FMH 305		
<b>Email:</b>	<a href="mailto:yx296@njit.edu">yx296@njit.edu</a>		
<b>Office hours &amp; Location:</b>	By appointment		
<b>Prerequisites</b>	None	<b>Credit</b>	Three

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### Required Textbooks

A. Cooper. About Face 4<sup>th</sup> Edition: The Essentials of Interaction Design. ISBN: 0470084111 (Available on Moodle)

### Course Description

This course covers the fundamental concepts of interaction design and focuses on methods of doing scenario-based design.

It teaches students how they can apply these concepts by asking them to design prototypes and evaluate their designs. Learning by doing and teamwork are two main components of this course.

### Concepts and Methods to be Covered

Interaction Design, Scenario-based Design, Competitor Analysis, Contextual Inquiry, Personas, Problem/Activity/Key-path Scenarios, Paper Prototyping, Wireframing

### Evaluation

Weekly attendance and presentation grades	~40%
Final report: Team grade	~40%
Final report: Individual grade	~20%

## Attendance Policy

If you miss 3 class sessions, you will automatically be deducted a letter grade. If you miss 5 class sessions, you will automatically fail the course.

## Required Software/Hardware

Axure (<http://www.axure.com>)

## Web Resources

Moodle (<http://moodle.njit.edu>)

## Getting Technical Help

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>.

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## Course Outline (Subject to Change)

**Week 1:** Introduction to UX Design

**Week 2:** Design thinking

*Readings:* About Face Ch. 1 / History of Lifelogging

**Week 3:** Stakeholders and personas (Round 1)

*Readings:* About Face Ch. 2

*Homework Due:* Group presentation - stakeholder list, target demographics, and 1 persona per group member

**Week 4:** Stakeholders and personas (Round 2)

*Readings:* About Face Ch. 3 (Reading reflection not required:) [Foundation of Great UX](#) / [Closer look at personas](#) / [Measuring UX-personas](#) / [Usability.gov-personas](#)

*Homework Due:* Group presentation - stakeholder list and personas, Group work - interactive Axure prototype

**Week 5:** Problem scenarios/Journey Mapping (Round 1)

*Readings:* About Face Ch. 4 / [Help a knight](#)

*Homework Due:* Group presentation - one Problem scenario and storyboard, Individual work - mockup of Loseit! pages

**Week 6:** Problem Scenarios/Storyboards (Round 2)

*Readings:* [Storyboarding & UX Part 1](#), [Storyboarding & UX Part 2](#)

*Homework Due:* Group presentation - Problem scenarios for all personas

**Week 7:** Competitor Analysis (Round 1)

*Homework Due:* Group presentation: Competitor Analysis

**Week 8:** Activity scenarios and storyboards (Round 1)

*Readings:* About Face Ch. 5

*Homework Due:* Group presentation - one Activity scenario and storyboard

**Week 9:** Activity scenarios (Round 2)

*Readings:* About Face Ch. 10

*Homework Due:* Group presentation - Activity scenarios for all personas

**Week 10:** Activity Scenario (Round 3) and Competitor Analysis (Round 2)

*Homework Due:* Group presentation - Activity scenarios for all personas, Revised Audit, and Claims Analysis for Activity Scenarios, Individual work - interactive mockup of Loseit! pages

**Week 11:** Key-path Scenario (Round 1)

*Readings:* Interaction Design Ch. 11

*Homework Due:* Group presentation - key path scenario in Axure

**Week 12:** Key-path Scenario (Round 2)

*Readings:* [Color Theory](#), [Color in Design](#) (Reading reflection not required)

*Homework Due:* Group presentation - key path scenario in Axure

**Week 13:** Key-path Scenario (Round 3)

*Homework Due:* Group presentation - key path scenario showing adherence to design patterns

**Week 14:** Final Report Preparation

*Homework Due:* Group presentation - key path scenario showing adherence to design patterns

### **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.**