COURSE SYLLABUS

# User Experience Design, 7.5 credits

*User Experience Design, 7,5 högskolepoäng*

| | | | |
|---|---|---|---|
| **Course Code:** | TUEK13 | **Education Cycle:** | First-cycle level |
| **Confirmed by:** | Dean Oct 15, 2022 | **Disciplinary domain:** | Technology |
| **Revised by:** | Director of Education Aug 20, 2024 | **Subject group:** | IF1 |
| **Valid From:** | Oct 21, 2024 | **Specialised in:** | G1F |
| **Version:** | 5 | **Main field of study:** | Informatics |

## Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding
- demonstrate comprehension of a user-centered perspective in the user experience design process
- display knowledge of the psychological key theories of human cognition and perception and their implications on user experience and interaction design
- show familiarity with techniques for designing user interface structures and interactions like wireframes, mock-ups, and prototypes
- demonstrate comprehension of user-research, the related methodologies, and processes and their impact on the user experience design process

Skills and abilities
- demonstrate skills to justify design choices with respect to the fundamental principles of ergonomics, usability, and accessibility
- demonstrate the ability to translate the aesthetics of specific target groups into a design language for a product
- demonstrate the ability to identify the relevant user- and costumer-journeys based on the conducted user-research

Judgement and approach
- demonstrate the ability to evaluate useful and usable interactions and user interfaces
- demonstrate the ability to reflect on and discuss key ethical issues relating to how user experience design shapes how we work with digital technology in our everyday lives.

## Contents

The course will give the students an overview of fundamental concepts within user experience design and their underlying psychological theories.

The course includes the following elements:

- Apply user experience design concepts and methods to real-world situations
- Create blueprints for interactive systems through sketching, storyboarding, and prototyping
- Design interactions that make use of digital, ambient, or behavioral interfaces
- Consider emotion and persuasiveness as core elements of the design process
- Introduction to fundamental concepts and underlying psychological theories
- Apply cognitive and behavioral models to design for accessibility and inclusion
- Create user- and customer-journeys based on your relevant target groups and select the most important ones for creating a prototype or MVP (Minimum viable product)
- Apply skills and knowledge in the context of team-work and collaborative projects

## Type of instruction

Lectures, seminars, and project.

The teaching is conducted in English.

## Prerequisites

General entry requirements and taken course Introduction to Human-Computer Interaction, 7,5 credits (or the equivalent).

## Examination and grades

The course is graded 5,4,3 or Fail.

The final grade for the course is based upon a balanced set of assessments. The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

| Name of the Test | Value | Grading |
|---|---|---|
| Assignment | 3.5 credits | 5/4/3/U |
| Project | 4 credits | 5/4/3/U |

## Course literature

The literature list for the course will be provided 8 wekks before the course starts.

Albert, B., & Tullis, T. (2022). Measuring the user experience: Collecting, analyzing, and presenting UX metrics (3rd ed.). Morgan Kaufmann.
ISBN: 9780128180808

Scientific articles will be handed out during the course.