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 instructors. 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 presentation grades* – 600 points (estimated) (~40%)
Final report (team grade) – 600 points (~40%)
Final report (individual grade) – 300 points (~20%)

*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.

5. Required texts:
(Materials available on Moodle)

(Materials available on Moodle)

(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

<table>
<thead>
<tr>
<th>Course Learning Outcome</th>
<th>Measure (ie exam, homework, rubric)</th>
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<tbody>
<tr>
<td>Claims analysis for design</td>
<td>Team presentation</td>
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<tr>
<td>Persona construction</td>
<td>Team presentation</td>
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<tr>
<td>Problem scenarios</td>
<td>Team presentation</td>
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<tr>
<td>Activity scenarios</td>
<td>Team presentation</td>
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<tr>
<td>Key path scenarios</td>
<td>Team presentation</td>
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<tr>
<td>Wireframing and use of wireframing tool Axure</td>
<td>Team presentation</td>
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<tr>
<td>Importance of visual design and design patterns</td>
<td>Team presentation</td>
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<tr>
<td>Developing an interaction design framework</td>
<td>Final report</td>
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</table>
### 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.*

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings due</th>
<th>Homework due</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to UX Design</td>
<td></td>
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<tr>
<td>2</td>
<td>Design thinking</td>
<td>- Interaction Design Ch. 1</td>
<td>Individual: install Axure and set up AFS directory</td>
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<td>- About Face Ch. 1</td>
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<td>- Wicked Problems</td>
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<td>3</td>
<td>Claims Analysis of commercial applications</td>
<td>- About Face Ch. 2</td>
<td>Group presentation: claims analysis of Rate My Professor, eBay, and Yelp</td>
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<td></td>
<td></td>
<td>- Claims Analysis examples</td>
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<tr>
<td>4</td>
<td>Claims Analysis of commercial applications</td>
<td>- Scenario-based Design (Rosson &amp; Carroll)</td>
<td>Group presentation: revised claims analysis of RMP, eBay, Yelp</td>
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<td>(part 2)</td>
<td>- About Face Ch. 3 + 4</td>
<td>Group presentation: claims analysis w/ 1 app per group member</td>
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<td>Individual: Axure exercise – mockup of Yelp</td>
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<td>5</td>
<td>Principled design</td>
<td>- lit review paper 1</td>
<td>Group presentation: revised claims analysis with all apps</td>
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<td>- lit review paper 2</td>
<td>Group presentation: review of theory literature</td>
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<td>- lit review paper 3</td>
<td>Group work: collaborative Axure exercise – mockup of Yelp</td>
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<tr>
<td>6</td>
<td>Stakeholders and personas</td>
<td>- About Face Ch. 5</td>
<td>Group presentation: stakeholder list, target demographics, and 1 persona per group member</td>
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<td>- Heim Ch. 4</td>
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<td>- Foundation of Great UX</td>
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</table>
|  | -Closer look at personas  
- Measuring UX-personas  
- Usability.gov-personas |   |   |
| 7 | **Stakeholders and personas (part 2)**  
- How do professionals use personas? (CHI’12) | Group presentation: stakeholder list and personas  
Group work: interactive Axure prototype |   |
| 8 | **Problem scenarios and storyboards**  
- About Face Ch. 6  
- **Help a knight** | Group presentation: one Problem scenario and storyboard |   |
| 9 | **Problem scenarios (part 2)**  
- Interaction Design Ch. 10  
- **Up on the wall**  
(Sentence highlighting not required:)  
- Storyboarding introduction  
- The user’s story  
- UX design techniques-storyboards  
- Storyboarding in the design process | Group presentation: Problem scenarios for all personas  
In-class exercise: card-sorting |   |
| 10 | **Activity scenarios and storyboards**  
- Interaction Design Ch. 9  
- Heim Ch. 3 | Group presentation: one Activity scenario and storyboard |   |
| 11 | **Activity scenarios (part 2) and Information scenario**  
- About Face Ch. 7  
- Heim Ch. 6 | Group presentation: Activity scenarios for all personas + information scenario |   |
| 12 | **Information scenario (part 2) and Key path scenario**  
Interaction Design Ch. 11 | Group presentation: key path scenario in Axure + information scenario |   |
| 13 | **Key path scenario (part 2)**  
About Face Ch. 8 | Group presentation: key path scenario in Axure |   |
| 14 | **Key path scenario (part 3)**  
About Face Ch. 12+13 | Group presentation: key path scenario showing adherence to design patterns |   |
| 15 | **Key path scenario (part 4)**  
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 presentation grades – 600 points (estimated) (~40%)
Final report (team grade) – 600 points (~40%)
Final report (individual grade) – 300 points (~20%)

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

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: