

Welcome to Introduction to User Experience!

I am excited to be offering this course and am delighted that you will be joining in. This course provides an introduction to the exciting and growing field of UX Research and Design.

In this course you will:

- Learn about the skills needed for UX research and design
- Understand how UX researchers discover user needs and assess possible designs
- Learn how to conduct a micro-usability test
- Understand how UX designers use sketching and prototyping to develop design concepts
- Understand how to incorporate a user-centered focus into the design process

The course starts a bit slow, so you should expect to spend 2-3 hours on the course in Weeks 1 & 2, but more like 3-4 hours in Weeks 3-5.

Each week, in addition to video materials and assignments, you will be assigned a discussion prompt. This is to help facilitate conversations with other learners in the class and help us (the course team) to get to know you better. In addition to completing the discussion prompts, I encourage you to participate in the Discussion whenever you have a question or observation that you think might be interesting to others in the course, and be sure to check back often to see what others are talking about!

Welcome aboard!

Mark W. Newman, Associate Professor

School of Information, University of Michigan

Introduction to User Experience

This course provides an introduction to the exciting and growing field of UX Research and Design. You will gain an understanding of what is involved in UX Research, including conducting interviews, evaluating systems, and analyzing systems using principles of good design. You will also learn about the work involved in UX Design, including the generation of promising design solutions and the creation of prototypes at multiple levels of fidelity. By interleaving successive phases of UX Research and Design, you will see how to learn from inevitable mistakes and improve towards a product with a great UX.

WHAT YOU'LL LEARN

- Learn about the skills needed for UX research and design^{[1][SEP]}
- Understand how UX researchers discover and assess user needs and assess possible designs^{[1][SEP]}
- Learn how to conduct a micro-usability test^{[1][SEP]}
- Understand how UX designers use sketching and prototyping to develop design concepts^{[1][SEP]}
- Understand how to incorporate a user-centered focus into the design process^{[1][SEP]}
- Identify key features of human behavior and describe their impact on the design of interactive systems^{[1][SEP]}
- Critique and design interactive systems based on human capabilities and behavior^{[1][SEP]}
- Describe themes from social sciences and human computer interaction and how they relate to interactive system design^{[1][SEP]}

EFFORT

The course consists of 6 modules, and you should expect to commit 3 – 4 hours per module in order to fully engage with the course materials and fellow learners in the discussion forums.

COURSE SCHEDULE & GRADING POLICY

Course materials and assignments will be released weekly and will then remain open and available for self-paced learning. The course consists of 6 modules:

1. What is UX? What are UX Research and Design?
2. UX Design Overview
3. How Do People Perceive Information?
4. How Do People Act in the World?
5. Design Heuristics
6. Heuristic Evaluation and Course Wrap-Up

Bonus videos are included at the end of Module 6. While the content is not necessary to pass the course, the interviews are intended to provide learners an understanding of what UX Research and Design practitioners do in a professional setting.

Learners must earn an overall grade of 70% in order to pass the class. The following shows how grades will be calculated for the course:

Quizzes (5) - 40%

Sketch Assignment - 20%

Heuristic Evaluation, Part 1 - 20%

Heuristic Evaluation, Part 2 - 20%

HONOR CODE & DISCUSSION FORUM ETIQUETTE

While learning from each other is very important we all recognize the difference between collaboration and simply copying and pasting work done by others. You are strongly encouraged to work collaboratively using good judgment. Similarly, please respect all copyright rules of all materials, including books, articles, etc. While we ultimately cannot monitor everything, Coursera and the course team will monitor the forums for any activity that violates such codes of conduct and basic civility to each other. Participation in the discussion forum is not required, though it is strongly encouraged.

CONTACT WITH THE INSTRUCTOR

Given the large number of students in this course the teaching assistants or instructor(s) should not be contacted directly with any questions. While we appreciate the time and effort you put into the course, responding to questions is virtually impossible. Instead, please direct your questions to the forum. The course team will monitor the forums and participate on a regular basis.

As part of getting to know you better, your backgrounds, your interest in this specific course and in digital education in general, we at the University of Michigan have crafted a survey that should only take a few minutes to complete. Our goal is to keep our communication with you focused on learning and staying in touch, but we believe that both this and an end-of-course survey are important to our mutual educational goals.

[Take the survey](#)

The link will open in this same window for the purposes of making it accessible to screen readers and other assistive devices. You may need to manually navigate back to the course afterwards. Thank you for participating!