# User Experience Design Overview

## Introduction *week 1*

### Key ideas
*Iterative, user-centred, designers' conceptual models, users' mental models.*

### Questions to consider
*System purpose, users, expertise, issues, resolutions, changing assumptions.*

### Usability and accessibility
*Rise of usability, importance of accessibility, dialogue.*

## Cognition *week 2*

### Key ideas
*Computational offloading, Norman's seven stages of action.*

### Types of cognition
*Perception, interpretations, attention (selective/focused, divided, sustained).*

### Memory
*Types of memory, Gestalt psychology, recognition vs recall, learning, affordances.*

## Usability and Accessibility *week 3*

### Key ideas
*What is measured, benefits.*

### Heuristics
*Norman's design principles, Nielsen's usability heuristics.*

### User differences
*Cultural, situational impairment, accessible design, assistive technology.*

## Gathering Data *week 9*

### Questionnaires
*Open/closed questions, question design, common errors, standard questionnaires.*

### User feedback
*Observation, physiological data, performance metrics.*

## Data Analysis *weeks 10 & 11*

### Visualising data
*Distributions, averages, spread.*

### Sampling
*Simple random, convenience.*

### Comparing datasets
*Simple difference, Cohen's d, confidence intervals, null hypothesis, p-value, independent variables, parametric/non-parametric tests, t-tests, r value.*