COURSE CODE	COURSE TITLE	L	T	P	C
UCS1728	USER EXPERIENCE DESIGN	3	0	0	3

OBJECTIVES

- To develop skills in analyzing the UX in agile development
- To impart the skills required to create an Information Architecture document for a agile development
- To establish requirements for User Experience design concepts using techniques such as user stories
- To learn the agile concepts used by UX team in terms of backlog, feedback, and communication.

UNIT I CONCEPTUALIZING USER EXPERIENCE DESIGN 8

What are UX and UX design: Definition of UX -- UX design -- components of UX -- What UX is Not -- Kinds of interaction and UX; UX processes, Lifecycles, Methods and Techniques: Basic process components for UX -- fundamental UX lifecycle activities -- UX design techniques as life skills -- Choosing UX processes, methods and techniques; Agile lifecycle processes and the funnel model of Agile UX: Embracing an agile lifecycle process -- funnel model of Agile UX -- Agile UX case study.

UNIT II DATA MODELING AND PROTOTYPING 9

Data Modeling: User work role model -- Flow model -- Task structure models -- Artifact model -- Physical work environment model -- Information architecture model -- social model-- Hybrid models -- Model consolidation; UX design requirements: User stories -- UX Design requirements -- validating user stories and requirements; Prototype candidate design: Depth and Breadth of a prototype -- fidelity -- wireframe -- specialized prototypes -- software tools.

UNIT III UX DESIGN 9

Nature of UX Design: What is Design -- Design lifecycle for the agile UX funnel -- Bottom up Design -- Top up design -- Generative design; Mental models and conceptual design: Conceptual Design works as a connection of mental models; Designing the interaction: Creating an interaction design -- storyboards-- wireframes--intermediate interaction design -- interaction design production -- case study.

UNIT IV UX EVALUATION METHODS 8

UX Evaluation methods: Data Collection techniques -- UX evaluation methods; Data analysis: analyze Quantitative data -- analyze qualitative UX data -- Reporting different kinds of data; Agile concepts for UX teams: creating a user experience backlog -- constant feedback and iteration -- thinking and communicating in terms of user stories -- defining acceptance criteria.

UNIT V **ITERATION AND CASE STUDIES** 10

Iterations: working as a team -- design documentation -- working with the product owner -- working in iterations -- continuous improvement; Toolbox: As-is experience design review -- as-is/to-be process mapping -- camera as documentation -- collaborative design -- competitor

review -- context scenarios -- customer experience -- customer testing -- task analysis -- trade-off sliders -- case study.

TOTAL PERIODS: 45

OUTCOMES

On successful completion of this course, the student will be able to

- Identify the users and learn the entire user experience lifecycle of agile UX design (K2)
- Develop a deep understanding of UX design and evaluation (K2)
- Create efficient prototype to communicate and evaluate the design definition (K3)
- Apply UX design in a case study (K3)
- Learn the customer experience and testing (K4)

TEXTBOOKS

1. Rex Hartson, Pardha Pyla, "The UX book: Agile UX design for a Quality User Experience", Morgan Kaufmann Publishers, E1sevier,2 nd Edition, 2019 (Unit I, II, III, IV).
2. Lindsay Ratcliffe and Marc McNeill, "Agile Experience Design: A Digital Designers Guide to Agile, Lean and Continuous", Newriders, Berkeley, CA, 2012 (UnitV).

REFERENCE BOOKS

1. Diana De Marco Brown, "Agile User Experience Design: A Practitioner's Guide to Makingit Work",Morgan Kaufmann, Elsevier, USA, 2013 (Unit IV).
2. Pieter Jongerlus and Annaoffermans, "Get Agile! Scrum for UX, Design and Development", BIS publishers, Amsterdam, Netherlands, 2012.
3. Jeffy Gothelf, Josh Seiden, "Lean UX Designing Great Products with Agile Teams", Second edition, O'Reilly Media Inc, CA, 2016.