INTI International University & Colleges™

COURSE STRUCTURE

Name of Course: USER EXPERIENCE (UX) DESIGN

Course Code: DCS1103

Credit Hours: 4

Prerequisite/co-requisite: None

Summary:

This module serves as an introduction for students to understand the basics of User Experience Design (UXD or UX), and apply basic principles to common design problems. Its major aim is to provide students with the tools and know-how on enhancing user satisfaction by improving the usability, accessibility, and "delight" provided in the interaction between a user and product. This course will also provide a walk through on the major knowledge areas of UX Design, and get students started on a path to UX Mastery.

Course Learning Outcomes:
Upon completing this course, the students will be able to:
CLO1: Explain user experience and basic principles to common design problems (C2, PLO1)
CLO2: Construct an interface based on UX design principles (P3, PLO3).
CLO3: Display the ability to propose a final interface design by applying best practices and established principles in UX (P4, PLO3).

Course Format:

Total Student Learning Time (SLT) (L = Lecture; T = Tutorial; P = Practical; EL = E-Learning) :					
Learning Hours				Independent Learning (hr)	Total Student Learning Time (hr)
L	T	P	EL		
28	14	0	14	104	160

Teaching and Delivery Methods/ Teaching Methodology:

Lectures, Tutorial and Practical/Laboratory work delivered in a combination of blended & independent learning

E-Learning provided by INTI makes learning more accessible and convenient for the students. The blended model utilized by INTI is the integration of E-learning via INTI's Learning Management System and the conventional lecturer-led classroom activities. INTI students are required to access to the online learning materials (additional notes, reading materials, online assessments, discussion forums and etc.), so as to acquire a complete learning process. This also promotes self-directed learning in encouraging INTI students to be independent learners.

Syllabus:

	Course Content Outline	CLO*
1-2	**Why is user experience important?** Ideation, Articulation and Development	1
3-4	**The Four Key Elements of the UX Process** Behaviour, Strategy, Usability, Validation	1
5-6	**Key Principles of Good Website Usability** Availability and Accessibility, Clarity, Learnability, Credibility, Relevancy	1
7-8	**User Experience Basics** Deep understanding of users, their needs, values, abilities, limitations, business goals & objectives	1
9-10	The importance of user research Planning, Testing, Researching, Mapping	1
11-12	**User Research Methods** Quantitative Research, Qualitative Research Common methodologies: Observation, Understanding, Analysis Daily Tasks and Deliverables Interviews, Surveys and Questionnaires, Card Sorts, Usability Tests, Tree Tests, A/B Tests	1
13-14	**Visual Design** Use of imagery, colour, shapes, typography, and form to enhance usability & improve the UX	1,2
15-20	**Design Deliverables** Wireframes, interactive prototypes & mockups Tools and testing Testing tools, types of user testing	1,2
21-22	**The importance of analysing data** UX Analysis	1,3
23-24	**Evaluate Usability Heuristics** Error prevention, best practices	1,3
25-26	**Measuring Success** Improve the data, simplify the design, adjust the data tracking	1,2
27-28	**UX Review** Data, insight, recommendation, outcome	1,3

Student Evaluation:

Continuous Assessment		Percentage (%)	CLO
1	Test (T)	20	1
2	Online Blogs (O)	20	1
3	Assignment (A)	20	2
Final Assessment		**Percentage (%)**	
Project (P)		40	3
Total		**100%**	

Final exam format: NA

Grading Scale:
A+ (90-100), A (80–89), A- (75-79), B+ (70-74), B (65–69), B- (60–64), C+ (55–59) C (50–54), C- (45–49), D (40–44), F(0–39), RP (Resubmission Pass) Marks capped at 50, RF (Resit Fail) (0-49)

IMPORTANT NOTE:
Students are required to "**PASS**" BOTH continuous and final assessment in order to pass the subject.

Additional Information: NIL

Main Reference(s) Supporting Course:

1. Will Grant (2018), 101 UX Principles: A definitive design guide, Packt Publishing, ISBN-13:978-1788837361

Additional References:
1. User Experience Design: A Practical Introduction (Second Edition) by Gavin Allanwood & Peter Beare, 2019, Bloomsbury Visual Arts, ISBN-13: 978-1350021709, ISBN-10: 1350021709.