* Need Finding Tools.pdf
  + Reading for students to get ideas for project
  + Discusses how to find potential problems in the real world
* Writing Usability Requirements and Metrics.pdf
  + Reading for students to write usability requirements for project
* HCI Writeup Template.docx
  + Template for students to write homeworks
* Conceptual Models in a Nutshell.pdf
  + Reading for students to understand conceptual models
* *The Design of Everyday Things*, Don Norman
  + YouTube videos featuring important aspects of good design
  + Based on the book by Don Norman, expert in design, usability engineering, and cognitive science
  + “Norman door,” teapot, bowl
* HW1.pdf, HW2.pdf, HW3.pdf, HW4.pdf
  + Homework assignments for project
* HW 1 Rubric.docx, HW 2 Rubric.docx, HW 3 Rubric.docx
  + Grading rubrics for Homeworks 1, 2, and 3
* Prototyping Websites
  + Chatfuel (<https://dashboard.chatfuel.com/#/bots>)
    - Chatbot through Facebook Messenger
  + Proto.io (<https://proto.io/>)
    - Prototyping Conversation with Chatbot
  + Twine (<https://twinery.org/>)
    - Prototyping Websites
  + Invision (<https://www.invisionapp.com/>)
    - Prototyping Apps
* *Digital Power Structures: The Whispered Secret of UX* (<https://uxmag.com/articles/digital-power-structures-the-whispered-secret-of-ux>)
  + Reading for students to learn more about user design and user experience, and in particular, the relationship between companies and users
  + Discusses the question: Who has power: companies or users?
    - Summary
    - In the field of user experience (UX), they use a process known as user discovery. This allows them to gather valuable and enlightening information that they use in user personas and visual demonstrations, which are useful in getting managers and leaders to pay attention and take notice of the research. They create models and fully interactive prototypes to further communicate their findings and to test designs in order to iterate towards a finished product. People who work in UX must meet the needs of two parties: the end user and internal stakeholders. They must balance between what the user wants to do with the product and making sure the company they work for makes a profit too. The user generally wants to access information easily and have the ability to explore for free while the company wants to increase subscriptions, encourage social sharing, and incentivize user referrals. One may think the solution is simple: just make a product that has everything that both parties want so everyone is happy. However, there’s another force that affects the design of a product: power structures. Power structures describe who is in control of the user experience. The main question power structures raise is: do users have enough leverage to demand a particular interaction or are companies dictating the experience they have with the product? Unfortunately, there is no quantitative way of answering this question. But through direct observations, surveys, and interviews, one can make a good assumption about who is really in control. Power shifts often occur in companies. When a company is new and has just started, the demands of the user at the utmost priority. The company’s goal is to get as many users as quickly as possible, and usually, companies are willing to forgo their profits until they have a strong user base. Sometimes, as the user base expands, a power shift occurs. The company can now focus more on making profits rather than gaining more users. For example, once Facebook became a huge success, the company realized it could make more profits by adding advertisements to its website. Since so many users had already had Facebook for a while, the company knew it could get away with more without losing users. Power shifts do not have to be long-term. Some companies, especially those in retail, track things a user does, like leaving their website, pressing the back button, removing items from a cart, choosing a lower-priced package, or remaining idle for a long period of time. Companies can then use this information to trigger immediate design changes to win the user back. They may use a pop-up box offering them a discount, for instance. There are three main types of product designers: the Robin Hood (which focuses on user goals as being the primary user experience), the Idealist (which focus on a balance between user goals and internal goals both being part of the user experience), and the Scrooge McDuck (which focuses on internal goals as being the primary user experience).
* *How to Run an Empathy & User Journey Mapping Workshop* (<https://medium.com/@harrybr/how-to-run-an-empathy-user-journey-mapping-workshop-813f3737067>)
  + Reading for students to learn about user journey mapping
    - Summary
    - Two popular design workshop techniques include empathy mapping and user journey mapping. Empathy mapping is a way to characterize target users in order to make effective design decisions. User journey mapping is a way to deconstruct a user’s experience with a product or service as a series of steps and themes. These methods allow people to think about user needs by identifying pain points and opportunities systematically and in a straightforward way. An empathy map is a very quick and rough persona template in order to know more about a particular type of user, including their needs, goals, expectations, behaviors, and pain points. Then, this is used as a tool for design decision making, where people role-play as the persona and answer questions like what this persona would think when they see something. All personas should be based on solid research findings, but at the beginning of a project, it is good to hypothesize about the types of users. An empathy map is then created for each persona. The empathy map has five sections: one for the persona’s name and background, for what the persona sees, says, hears, and how the persona thinks and feels. There are two types of user journey maps: retrospective maps (where one maps out how users currently do things, which is usually based on research findings) and prospective maps (where one maps out how users are expected to behave with a new product idea). A user journey map is simply just a big table with steps through time on the horizontal axis and themes for analysis on the vertical axis. It’s best to start from left to right, going from the top to the bottom for each step. The empathy map is often used as a source for ideas. It’s important to leave the “opportunities” row until last since they’re design opportunities based on identified problems. One should spend a few weeks understanding target users through research, exploring design concepts, iterating, and throwing a lot of bad ideas away before a product is in its later stages. It’s also important to do research about users through interviews, usability tests, field studies, and surveys in order to find out if hypotheses were actually correct.
* Chapter x ID Textbook.pdf
  + PowerPoint slides based on the textbook
* Day 1, 2, 3, 8, 14, 15, 17.pdf
  + Mary Smith’s PowerPoint slides for some lectures