



UNSW Course Outline

INFS3700 User Experience and IT Service Design - 2024

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General Course Information

Course Code : INFS3700

Year : 2024

Term : Term 2

Teaching Period : T2

Is a multi-term course? : No

Faculty : UNSW Business School

Academic Unit : School of Information Systems and Technology Management

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Undergraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

This is an advanced Level 3 Information Systems course aimed at providing you with knowledge and skills relating to user experience (UX) and IT service design. This course builds on the knowledge and skills covered in INFS2603 (Business Analysis and Agile Product Management),

advancing your requirement gathering, problem solving, teamwork, design and development skillset. UX professionals focus on how users interact with and experience a product, system or service. This course exposes you to the practices and tools that UX professionals engage with in the workplace as well as current and emerging user experience and service design practices in organisations. In taking this course, you will learn to work like a UX professional, analysing and interpreting customer needs through user centred research activities and then applying knowledge of design principles and practices that are required to solve organisational problems. Working in groups, you will evaluate design solutions and iterate their own designs based on generated insights. As part of your group work, you will create a compelling pitch to communicate insights, risks, and opportunities for your design solutions.

Course Aims

This is a Level 3 Information Systems course aimed to provide students with knowledge and skills relating to user experience (UX) and IT service design.

Relationship to Other Courses

This is a Level 3 Information Systems course aimed to provide students with knowledge and skills relating to user experience (UX) and IT service design. This course builds upon learning material taught in INFS2603 (Business Analysis and Agile Product Management).

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Identify current and emerging user experience and service design practices in organisations.	<ul style="list-style-type: none">• PLO1 : Business Knowledge• PLO2 : Problem Solving
CLO2 : Synthesise the role of a UX practitioner in designing products and services.	<ul style="list-style-type: none">• PLO1 : Business Knowledge• PLO2 : Problem Solving
CLO3 : Analyse and interpret customer needs through user centred research activities.	<ul style="list-style-type: none">• PLO1 : Business Knowledge• PLO2 : Problem Solving• PLO3 : Business Communication• PLO4 : Teamwork
CLO4 : Apply knowledge of design principles and practices to solve organisational problems.	<ul style="list-style-type: none">• PLO1 : Business Knowledge• PLO2 : Problem Solving• PLO3 : Business Communication• PLO4 : Teamwork
CLO5 : Evaluate design solutions and iterate based on generated insights.	<ul style="list-style-type: none">• PLO1 : Business Knowledge• PLO2 : Problem Solving• PLO3 : Business Communication

Course Learning Outcomes	Assessment Item
CLO1 : Identify current and emerging user experience and service design practices in organisations.	<ul style="list-style-type: none"> Preparation and Participation Final Exam
CLO2 : Synthesise the role of a UX practitioner in designing products and services.	<ul style="list-style-type: none"> Preparation and Participation Final Exam
CLO3 : Analyse and interpret customer needs through user centred research activities.	<ul style="list-style-type: none"> Team Assignment Preparation and Participation
CLO4 : Apply knowledge of design principles and practices to solve organisational problems.	<ul style="list-style-type: none"> Individual Assignment Final Exam Preparation and Participation
CLO5 : Evaluate design solutions and iterate based on generated insights.	<ul style="list-style-type: none"> Individual Assignment Preparation and Participation

Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams | Echo 360

Learning and Teaching in this course

At university, the focus is on a self-directed search for knowledge. Lectures, tutorials, videos and other resources are all provided to help with this process. The primary vehicle in this course is work carried out in collaboration with other students, inside and outside the classroom, under the guidance of your lecturer.

In class, we will work through exercises designed around examples, case studies and real-world problems, and this will be a unique opportunity for you to engage with user experience (UX) in practice. You are encouraged to seek clarification by asking questions during class.

We will have to cover a lot of material in this course, so it is vital that you study from Week 1. This means you should read the set study material each week and prepare for your tutorials. The course team will facilitate your learning by providing guidance as to what you need to study and work with you on problems you may encounter. It is, however, your responsibility to make a concerted and timely effort to study. If you make this effort you will find the material interesting, the course worthwhile and the interaction with your fellow students stimulating, you should also do well.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Preparation and Participation Assessment Format: Individual	20%	Start Date: Week 1 Due Date: Week 10	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO7 : Leadership Development
Team Assignment Assessment Format: Group	20%	Start Date: Week 2 Due Date: Week 5	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO3 : Leadership
Individual Assignment Assessment Format: Individual	20%	Start Date: Week 6 Due Date: Week 9	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication
Final Exam Assessment Format: Individual	40%		• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication

Assessment Details

Preparation and Participation

Assessment Overview

The tutorials are designed to cultivate your critical and analytical thinking skills while at the same time, enhancing your understanding and appreciation of information systems within businesses. Additionally, the design of these workshops is also aimed at improving your skills in communication, group work, time management and personal organisation.

Tutorial Preparation: You are expected to prepare for your tutorials by reviewing your weekly lecture and completing the weekly study material (located on moodle). You should read/view supplementary materials (articles/videos) posted on Moodle. Expectations for tutorial preparation and participation will be discussed further in Moodle.

Course Learning Outcomes

- CLO1 : Identify current and emerging user experience and service design practices in organisations.
- CLO2 : Synthesise the role of a UX practitioner in designing products and services.

- CLO3 : Analyse and interpret customer needs through user centred research activities.
- CLO4 : Apply knowledge of design principles and practices to solve organisational problems.
- CLO5 : Evaluate design solutions and iterate based on generated insights.

Team Assignment

Assessment Overview

Students work together in teams to plan, prepare and conduct a hybrid workshop aimed at gathering requirements or facilitating ideation. In order to prepare for the project, groups will be formed early in the term and time taken during tutorials for groups to assess and discuss the group project. Students will identify key activities required to achieve their goal, conduct a multi-modal workshop involving mock stakeholders and present the key outcomes/outputs that surfaced as part of their work. Students are coached in selecting activities and in presenting their findings. This assignment provides students with hands-on experience in preparing and conducting workshops that meet the needs of the post-covid industry.☒

Course Learning Outcomes

- CLO3 : Analyse and interpret customer needs through user centred research activities.

Individual Assignment

Assessment Overview

Students' applied learning is demonstrated through the creation of a professional, lightweight portfolio. As part of the course, each student completes activities relating to research, design and testing, and subsequently presented a single portfolio piece. Students are supported and coached as to what content to include, frame and visualise. This assignment provides students with hands-on experience in curating a professional portfolio and brand.

Course Learning Outcomes

- CLO4 : Apply knowledge of design principles and practices to solve organisational problems.
- CLO5 : Evaluate design solutions and iterate based on generated insights.

Final Exam

Assessment Overview

The final examination will be held during the formal end-of-session examination period. The final examination will cover ALL TOPICS in this Course and will be based on material from lectures, tutorials and other extra materials used in the course. The aim of the final examination is to enable you to demonstrate that you have achieved all the Learning Objectives for this course.

Course Learning Outcomes

- CLO1 : Identify current and emerging user experience and service design practices in organisations.
- CLO2 : Synthesise the role of a UX practitioner in designing products and services.
- CLO4 : Apply knowledge of design principles and practices to solve organisational problems.

General Assessment Information

Academic integrity

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Attendance requirements

Lecture attendance is highly recommended as course concepts and additional examples will be discussed in detail. Students are encouraged to engage in discussions during lectures and ask questions to expand their knowledge.

Preparation and participation in tutorial classes make up 20% of the total course grade. These are highly practical for students to apply their knowledge and there is an expectation to attend at least 80% of all scheduled classes.

Working in teams

Where group assignments are used, team members are expected to work in a harmonious and professional fashion, which includes adequate management of non-performing members. You should inform your tutor as soon as possible if you experience problems within a project team. You may be required to evaluate the contribution of each team member (including yourself) in group work and marks for individual students may be adjusted based on peer assessment.

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Lecture	<p>Introduction to User Experience (UX)</p> <ul style="list-style-type: none"> • 01.1 Introduction to UX • 01.2 Evaluating UX & designs • 01.3 Goals, behaviour & context • 01.4 The design process <p>Individual Assignment Release Group Assignment Release</p>
	Tutorial	<p>Preparation</p> <ul style="list-style-type: none"> • Heuristic evaluation <p>Participation</p> <ul style="list-style-type: none"> • Redesign an everyday object • User goals, behaviours and context • Intro to assignment case studies
Week 2 : 3 June - 9 June	Lecture	<p>User Research</p> <ul style="list-style-type: none"> • 02.1 What is UX research? • 02.2 Quantitative methods • 02.3 Qualitative methods • 02.4 User interviews • 02.5 Workshops • 02.6 Start your UX research
	Tutorial	<p>Preparation</p> <ul style="list-style-type: none"> • Quant and qual research methods <p>Participation</p> <ul style="list-style-type: none"> • 4Cs workshop activities • Participant recruitment <p>Project group formation</p>
Week 3 : 10 June - 16 June	Lecture	<p>Lecture will be pre-recorded for Public Holiday</p> <p>UX Analysis</p> <ul style="list-style-type: none"> • 03.1 Analysis & synthesis • 03.2 Affinity mapping • 03.3 Triangulation • 03.4 Personas • 03.5 Journey mapping • 03.6 Problem framing • 03.7 Prioritisation
	Tutorial	<p>Preparation</p> <ul style="list-style-type: none"> • Sign up for design tools • Create a persona <p>Participation</p> <ul style="list-style-type: none"> • Design tool set up • Brainstorming & affinity mapping • Journey maps <p>Group project plan submission</p>
Week 4 : 17 June - 23 June	Lecture	<p>Design principles & Ideation</p> <ul style="list-style-type: none"> • 04.1 Design in the real world • 04.2 Digital UX design principles • 04.3 Designing navigation • 04.4 Design patterns • 04.5 Design systems • 04.6 Ideation
	Tutorial	<p>Preparation</p> <ul style="list-style-type: none"> • Design principles <p>Participation</p> <ul style="list-style-type: none"> • Ideation - How Might Wes • Storyboards
Week 5 : 24 June - 30 June	Lecture	<p>Wireframing & Prototyping</p> <ul style="list-style-type: none"> • 05.1 Visualising digital applications • 05.2 Wireflows • 05.3 Wireframes • 05.4 Prototyping • 05.5 Storytelling for design

	Tutorial	Preparation • Wireflows Participation • Figma tips and tricks • Sketching & Wireframes Group project final submission
Week 6 : 1 July - 7 July	Flexibility Week	No Classes Flexibility Week
Week 7 : 8 July - 14 July	Lecture	UX Testing • 07.1 Concept testing • 07.2 Usability testing • 07.3 Testing process • 07.4 Measuring usability
	Tutorial	Preparation • Hypothesis development Participation • Research questions • Measuring usability
Week 8 : 15 July - 21 July	Lecture	Introduction to Service Design (SD) • 08.1 SD intro • 08.2 SD approach • 08.3 Scoping • 08.4 5Ps • 08.5 SD Principles • 08.6 Core capabilities
	Tutorial	Preparation • SD vs UX design Participation • 5P analysis • SD industry case study
Week 9 : 22 July - 28 July	Lecture	Service Blueprinting • 09.1 What is service Blueprinting • 09.2 Creating service blueprint • 09.3 Using service blueprint Individual assignment Q&A
	Tutorial	Preparation • Service blueprint draft Participation • Service blueprint in action • Individual assignment support Individual assignment submission
Week 10 : 29 July - 4 August	Lecture	UX & SD in Industry + Final preparation • UX in Industry • SD in Industry • Final exam overview
	Tutorial	Preparation & Participation • Group project presentations • Peer review

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Resources

Prescribed Resources

Course resources, including lectures, tutorials and additional study materials will be provided on moodle.

Course Evaluation and Development

Key changes based on myExperience feedback:

- **Lecture content updates** - Additional topics for storytelling in design and project presentation tips. More demos of high quality group and individual outputs from previous term so students can see examples of good work.
- **Earlier start and submission for group assignment** - There will be more designated time during tutorials earlier on for students to get started on project and tutors to provide more assistance for completion before flexibility week.
- **More time and support for individual assignment** - Students will be using outputs from group project to build their individual case study and there will be more time for this due to earlier submission and tutor feedback for group assignment.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Denise Jin				Yes	Yes	
Convenor	Sandeep Mysore Seshadrinath				Yes	No	
Head tutor	Gabrielle Nguyen				Yes	No	

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [key policies and support page](#).

Students may not circulate or post online any course materials such as handouts, exams, syllabi

or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [key policies and support](#) page. For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning Outcomes](#).

Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to

demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the [key policies and support](#) page.

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been

approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the ‘wrong’ assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality

enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.