



| 101 UX Principles I

COURSE OVERVIEW: 101 UX Principles I

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101 UX PRINCIPLES I

Intro

Develop a foundational understanding of the principles, tools and best practices for the design of content and user experience (UX) for both web and mobile app platforms.

Learning Outcomes

On successful completion of this course, students will be able to:

1. Interpret and analyze key principles, techniques and tools used in the design of content and user experience for software products.
2. Work autonomously, and in pairs, to produce creative design solutions to briefs.
3. Interpret critique under supervision, to improve communication of UX designs, and contribute to the learning and performance of other students.
4. Review individual learning practices and strategies as UX designers for software products.

Content Covered

Students are introduced to concepts and methods such as:

- Creative thinking and ideation
- User journeys and tasks
- Personas
- Content strategy
- Information architecture
- Wireframing
- Prototyping
- User testing
- Visual semiotics
- Psychology
- Identity and brand strategy
- Composition and layout
- Colour theory
- Typography
- Way-finding
- Responsive design
- Motion design

Assessments

The overall grade of combined assessments will determine a pass or fail grade for this course.

101 Assessments		Weighting within course
1	UX Research, Analysis and Design	50%
2	Website Design and Development	50%

UX Research, Analysis & Design 50%

Duration: 4 weeks

A client has commissioned your team to improve their website.

A client has commissioned your team to improve their website.

You are required to work in a group of 2 or 3 to conduct research for a hypothetical client.

As a group, select a website to base this client on. The website you choose must have;

- Sign-up/login form and
- Products & a shopping cart, or;
- Services & a booking system

Conduct research and analyse information as a group, sharing information.

You must collate the data yourself (individually) into your own pdf for submission with your own interpretation, format, and wording.

The design stage must be completed as an individual task (not as a group).

Present as a group, in week 3.

Step through and document the UX design process, in-order:

Strategy

Given a hypothetical discussion with the client, your team will establish the client's;

- Business needs, then
- User's needs
- Target audience
- Competitor information & inspiration

Target audience may include:

- Age
- Gender
- Culture
- IT gaps / technological skill level
- Literacy level
- Occupation

List your assumptions moving forward based on what you know about the Client and Target Audience., for example;

- Frequent patrons mostly include people living nearby the restaurant
- Patrons are mostly families or groups of friends
- People use mobile devices to book a table, or order online delivery
- Frequent patrons are familiar with the menu and food prices
- People know the restaurant caters to dietary preferences
- People know the open hours
- People know the contact details
- People can find the restaurant on the map
- People can order from this restaurant through Uber eats

After a brief look into their competition, you figure out how you can help your client compete and form some assumptions about what changes need to be made to the client's website.

Competitor analysis should be conducted. For this, you must source two main streams of information:

1. Direct competitors. Show examples from their websites, try to find out about their pros/cons.
2. Inspiration. Not necessarily from a competitor, but websites or companies that display their UI and guide their user well should be taken as inspiration.

Research

Conduct research to find out if your assumptions are true, as well as any additional info. Research will be collated into a set of pages that document:

1. Tasks for the user to complete when you observe them using the website.
2. Observations when a real user tries the website.
3. Qualitative, open questions asked to the user after they test the website, and their responses.
4. Quantitative, closed questions given to the user in a Survey, possibly via Survey Monkey.

Following is a guide for completing the research. *Examples should be replaced with your own questions relevant to your specific website & scenario. Cater to the business & user needs.*

During observation, you should be looking for “pain points” / frustrations. When not providing tasks, the observer should remain quiet and simply observe the following when their user tests the site:

- Difficulties the user has.
- Eye movement (can be recorded with consent).
- The exact time it takes for the user to complete certain tasks.
- Any time the user seems unsure or hesitant.
- Any time the user misses necessary or seemingly obvious UI.

When you observe, here are some examples of tasks you can give your user (EXAMPLE ONLY):

- *Can you find the restaurant's physical address/location?*
- *Can you find the restaurant's phone number if you wanted to order for booking or delivery?*
- *What is the price of x on their menu?*
- *What is their working hours?*
- *Can you find their ratings and/or reviews?*
- *Can you order your food online and pay for it?*

When you've finished observing your user, interview them to ask open questions about some of the events you observed. Examples of open questions you can ask following observation include (EXAMPLE ONLY):

- *How easy was it to find those details?*
- *What was good about the site?*
- *What frustrated you when ordering food and why?*
- *Do you like the colours? spacing? font style?*
- *Anything you think should be changed?*

Finally, offer your survey to the user to find general, anonymous, quantifiable information for your statistics. These should be closed questions with binary or numerical responses. Questions could include (EXAMPLE ONLY):

- *What is your age range?*
- *What is your gender?*
- *What country do you live in?*
- *Do you live in a rural / suburban area?*
- *What is your average income?*
- *What is your highest qualification?*
- *What is your marital status?*
- *What is your occupation?*
- *How many hours per week do you work?*
- *How often do you use the internet?*
- *What device do you use for the majority of your internet activity?*

Analysis

Present your collected data in any combination of tables, graphs. Please provide clearly written summaries.

Use the information provided from research to define 3 personas as hypothetical, potential users of this website. Try to think of how that person decided they want to visit this website, or how they accidentally ended up here. Try to think if they're familiar with the site's service or not, or if they potentially could be.

Explain your results, compare them to your assumptions from the Strategy.

List what needs to be done to improve the website, include features/fixes and provide explanations. This is treated as a description of content you plan to implement.

Lastly, now that you have your content, use card-sorting to try and organize all of the site's information to practice Information Architecture.

Presentation

Prepare a small presentation that summarises all of your group's findings. This is presented as a group. Decide within your team who will talk about which aspects. You're marked for your level of contribution to the presentation.

Design

Design consists of 4 stages, to be completed in-order:

Style Guide

This can take the form of an infographic or small set of pages outlining your general project conventions including:

- Fonts (types, sizes, styles, typography etc.);
- Colours (mood-boards & colour palettes);
- Imagery, buttons & icons (types of imagery, how they'll be used, etc);

Sketches & Lo-Fi Wireframes

Use simple, un-coloured, un-styled sketches (either digital or pen/paper) to show where your UI will be positioned on-screen and how much screen space you expect them to use.

Later, turn them into wireframes using wireframe tools (Adobe XD, Figma, etc.). These wireframes should just be digital arrangements with no colour or style added.

Wireframes & Sketches should only use the following elements, and only to show UI positions, size and space:

- Rectangles, circles, or other basic shape primitives.
- Text (Can be Lorem Ipsum)

No colours or images (except as necessary components of feedback).

Conduct Usability Tests with 5 users to ensure usability with regard to your layout & Information Architecture. Keep this version, you will need to provide screenshots later.

Hi-Fi Prototype

Use Prototype tools (Adobe XD, Figma, etc.) to show final front-end designs for your website. These include placeholder or final imagery, all fonts, styles and colours. This prototype should be informed from pain-points found when you ran user tests for your Lo-Fi Wireframes.

Ensure usability with regard to your layout, style & Information Architecture through iterative user testing. This should tell you if your changes from the Lo-Fi Wireframes have been effective.

Deliverables + Due Date

Presentations will be organised for **Week 3**, by your tutor.

Please submit the following via Blackboard, **by 5pm Friday of Week 4**;

- A PDF of your individually collated UX Design Process
- A PDF of your presentation
- A text file containing links to your wireframes & prototype

Objective

This assessment aims to familiarize you with the more esoteric aspects of the UX Design Process: Research, Analysis, and Design phase. The aim is to develop a foundational understanding of these stages in the UX Design Process. The design phase leans more on your practical skills to reach outcome.

You'll understand how Strategy, Research & Analysis feeds into the Design phase and broaden your holistic understanding of the overall UX Design Process. Knowledge gained from this assignment forms part of your design-thinking toolset for use when designing digital products for market.

Bachelor of Software Engineering | Year One | Level 5 | 101 UX Principle I | Assessment 1 - UX Research, Analysis & Design | Version 1 | ©YC 2022



Assessment 1: UX Research, Analysis & Design - Performance Criteria (Click to view)

Assessment 2

Website Design & Development 50%

Duration: 4 weeks

Produce a navigable, functioning website.

Based on all stages so far in your walk through the UX Design Process (Strategy, Research, Analysis & Design), you as an individual, will take your design from assessment 1 into the development stage to produce a navigable, functioning website, meeting several requirements along the way.

You'll need to test your website with real people to get reviews/feedback.

You'll write a small (1 page) report, discussing your process.

Lastly, you'll briefly demonstrate your website to the class in a small presentation.

All report work shall be properly referenced in the APA format.

Website

The website should be based on your prototype from the previous assignment based on your group research, and should be responsive, displaying nicely on a range of devices (mobile phones, tablets & PCs).

The site must have the following features:

- A nav-bar.
- A beautiful landing/home section.
- A sign-up / login form.
- Either:
 - Products & a shopping cart.
 - Services & a booking System.
- An “about” section.
- Contact details.
- Responsive behaviour.

These features can be placed anywhere in your website as per your prototype, that’s up to you. You can decide if everything should all be on one page, or across multiple pages. You don’t need to complete your entire website redesign plan, only what is asked for in the above list. If you’ve finished everything, you can add extra features or improve your website’s overall style.

Features that require a server back-end (login, shopping cart, booking, etc.) do not need to be fully operational, they just need to look like they are. You’ll be graded on feature-completion, aesthetic quality, code-quality, project organisation, user-testing & report-quality.

Report

Provide a *.pdf that discusses your development process. Offer a brief and general overview. Potential topics:

- Did the design help you with your result? If you had to change your design, why was that?
- Did you test it with anyone? What did they think?
- What problems did you have to solve when you made this site?

Include screenshots to show that your website is responsive, compatible with a range of browsers and passes a validation test.

Presentation

Prepare a small presentation that demonstrates your completed website along with the process involved. This is presented as an individual.

Deliverables + Due Date

Presentations will be organised for **Week 8**, by your tutor.

Please submit the following via Blackboard, **by 5pm Friday of Week 8**;

- A folder containing all folders and files needed to run your website
- A PDF of your user feedback/reviews and documented development process

Objective

This assessment aims to familiarize you with the development phase of the UX Design Process. You’ll understand how Strategy, Research & Analysis & Design all feed into the Development phase and broaden your holistic understanding of the overall UX Design Process.

You’ll be working in HTML, CSS & JavaScript. These are entry level languages that gently introduce you to programming with design in-mind. Knowledge gained from this assignment forms part of your design-thinking toolset for use when designing digital products for market.

