COURSE SYLLABUS

COLLEGE OF BUSINESS

EDBA 835

DESIGNING TECHNOLOGY FOR USER EXPERIENCE

INSTRUCTOR:	TBD
	College of Business Department TBD
COURSE DESCRIPTION:	A graduate-level Special Topics course designed for experienced business professionals to explore the means by which organizations can optimize the human experience with technology. As technology now encompasses virtually all aspects of the human experience, the interaction between humans and computers has become a focal point for organizations. Be drawing on research from human factors, cognitive psychology, and art and design, students develop an appreciation for, and an understanding of the user experience.
CREDIT HOURS:	1

COURSE OBJECTIVES:

The student will be able to:

1. Explain interaction design techniques and the benefits of using interaction design principles for software development.

2. Expand the concept of traditional usability to a broader notion of user experience.

3. Experience hands-on, practical team-work engaging in the process of the iterative evaluation-centered UX lifecycle.

4. Embrace design thinking and ideation to address the new characteristics embodied within user experience

5. Describe and experience agile UX development methods.

6. Work in a team environment on a project using interaction design creation and refinement activities such as:

(a) Requirements extraction

(b) Design-informing modeling for conceptual and detailed design

(c) Establishing user experience goals, metrics and targets

(d) Building rapid prototypes

(e) Performing formative user experience evaluation

(f) Using iterative interaction design refinement

TOPICS COVERED:

- Usability of Interactive Systems
- Agile Design Methodology with Scrum
- Contextual Inquiry and Analysis
- Design Requirements (Needfinding)
- Design Thinking, Ideation, and Sketching
- Mental Models and Conceptual Designs
- HCI/UX Goals, Metrics, and Target
- Rapid Iterative Prototyping

COURSE EVALUATION PROCESS (Grade Components):

Subject Exams (2 exams @ 20% each)..40%
Project Work...30%
Final Project...30%

REQUIRED TEXTBOOK:
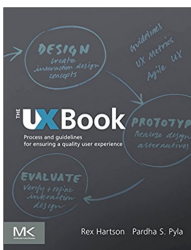
Textbook: Hartson, R., Pyla, P., (2012)., he UX Book: Process and Guidelines for Ensuring a Quality User Experience (1st edition). Morgan Kaufmann. ISBN-10: 0123852412, ISBN-13: 978-0123852410.