

Solent University Module Descriptor

Module Code: COM621 Module title: UX Strategies

Why is this module important?

If you ever have an idea and wanted to build your idea into a digital product, this is your module. User Experience strategies is about translating all user and business needs into a usable, enjoyable and commercially viable products. The modern digital design process is not only about developing visually appealing products, but also to create a commercially viable product. User Experience strategists are now involved in more than just the experience but also developing a business model that would sustain in a highly competitive market. This module will consider web and mobile application plan, design and prototype and test. However, this module will equip you with all the advanced User Experience skills that you will need to strive in the creative industry arena.

What you will learn on the module

The module will cover the interdisciplinary nature of UX and the principles of user-centred design.

UX Business context

The focus is to understand modern technologies, good practices and market trends when it comes to UX design and implementation. This includes how to work with clients to evaluate and assess their organisational objectives, stakeholders, resources, timeframe and budget.

Information Architecture and Infographics

The emphasis will be placed on the interface regional structure and where contents should fit into the architecture, which should also be complemented by examining different ways of displaying different contents within that regional structure. Different data visualisation techniques will be introduced in this module.

Content Strategy and Design

As a new and broad discipline, content strategy from technical perspectives will also be introduced. The focus will be on how the connection between business model (Marketing aspect of the business) and content design should be established in terms of creating, organising and displaying content in any contextual interface. Alternative content management systems will be presented which will enable you to recognise the differences of content strategy and design between different platforms.

Usability

This will focus on understanding user experience in light of how users interact with the applications interface which will help establish a good understanding of the usability principles that can be depicted in test planning and design. Evaluation techniques and methods will be covered in usability where you will be actively engaged in designing and running usability studies in the usability lab.

How you will learn

While presentations will be used to cover the essential topics and concepts the seminar programme will provide an opportunity for you to undertake investigation and discussion of more specialised topics. Theoretical work carried out in the presentations and seminars will be reinforced with interspersed practical sessions. Formative feedback will be provided during these and the analysis, design, build and evaluation exercises. Seminars will also have a diagnostic element to ascertain the level of prior knowledge and attempts made to team you with different skills and knowledge base to enable peer support.

You are also expected to be involved in the Usability Lab and manage business UX strategy and create the relevant artefacts

How much time the module requires

This is a 20 credit module, and therefore you are expected to study for 200 hours. This total learning time is made up of contact time, directed learning tasks, independent learning and assessment activity. Your tutor will offer you guidance on how you should best manage your study time on this module

How you will be assessed

Tasks which help you learn and prepare you for summative tasks (formative):

UX Strategy assessment has been designed to help you put your UX into practice. It will inform your first complete UX project and should be added to your UX professional portfolio. The quality of your work will not only get higher grades but also will show case of your project quality to potential employers. The assignment fits in the 4D Model (Discovery, Definition, Design, Development).

Several weekly activities will prepare you for better understanding of UX context. Activities will be based on a wide range of topics that you will get to choose from, and you will present your work to your peers. This will allow for peer and tutor feedback.

Tasks which count towards your degree (Summative):

The assessment for this module is a visual and functional prototype design portfolio - full blown project. You will be required to carry out activities to design the information architecture strategy, Interaction Design Strategy, Content Strategy and Usability test for a selected product. The scale and complexity will be enough for you to apply the principles that they have studied in the accompanying presentation and seminar program in a meaningful context. The exercise will require you to impose their own solution to the problem from a set of outline requirements. The accompanying evaluation report will require the student to reflect on the process and justify any design decisions taken in the theoretical context provided by the module. The interface design exercise will take place over an extended period within the teaching year. Workshops will be utilised to provide formative tutor feedback on student progress, process, and design decisions. Opportunity will also be provided for you to gain formative feedback on draft final report sections.

When assessment does not go to plan

If you are referred in AE1 will be required to revise and resubmit their original assessment in the light of tutor feedback.

What you will be able to do after the module

1. Implement problem solving techniques into designing features and functionalities to produce industry level product products.
2. Compare User Experience principles to accommodate different forms of interaction across multiple touchpoints (physical and/or digital), and to formulate and apply these principles in complex contexts.
3. Analyze proposed UX design solutions using a range of methodologies and techniques against goals, objectives and key performance indicators (KPIs).
4. Critically evaluate and validate solutions against goals, objectives and key performance indicators (KPIs) with a view to continuous improvement of the digital product or service.
5. Apply accessibility principles to digital product design.

Commented [MR1]: From Panel notes - Formative – assessment doesn't explain much about formative assessment other than students can present their work to their peers.

Commented [MR2R1]: sorted

How this relates to the dimensions of Solent's Real-world curriculum framework

Dimensions	How you learn	How you are assessed
You are challenged to think in critical, creative and applied ways	You will be analysing multiple business context to understand the impact of context on User experience. This will include interviewing clients and discuss UX requirements.	You will be formatively evaluated by the client. A predefined evaluation form will be supplied and shared with students.
You are inspired to do research through inquiry, curiosity and problem-solving	You will have to complete a reading list every week and answer case study questions.	This is not part of the summative assessment, students, however, will be encouraged to do this in group context.
You experience an intellectually stimulating curriculum which inspires them to learn for life	The communication and documentation process of all artefacts as a group will improve interpersonal and employability skills.	You will have to create a portfolio to showcase UX artefacts, context investigation.
You reflect and grow inwardly, social and ethically to be able to confront the challenges of the world	You have to select a business case study for the assessment and design a User Research strategy for. This will improve student's engagement with local businesses.	Clear and concise insights and strategies identified appropriate to the business case study selected by students.
You learn from authentic, engaging and programmatic assessment	You have to select a business case study for the assessment and design a User Research strategy for. This will improve student's engagement with local businesses.	Guest lecturers will be invited and you will can network and propose questions to UK experts.

Summative assessment details

AE1	Weighting:	100%
	Assessment type:	UX Portfolio
	Aggregation:	N/A
	Length/duration:	3000 words
	Online submission:	Yes
	Grade marking:	Yes
	Anonymous marking:	No

Module Author: Dr. Mohammed Al-husban

Module Title: UX Strategy			
Credit Points:	20	Module Code:	COM621
FHEQ Level:	6	School/Service	School of Media Arts and Technology
Module Delivery Model:	CD	Max/Min student numbers	NA
Module Leader:	Dr. Mohammed Al-husban		
HECOS code	100050, 100736		

Module change history:

Module Approved/Year Implemented/Code	May 2019	2020/21	COM621
Module modified/Year Implemented/Code			
Add extra rows as required			