# Solent University Module Descriptor

**Module Code: COM416 Module title: UX**

### **Why is this module important?**

User Experience is defined as how users think, feel and say when they interact with digital products! The success of digital projects depends immensely on understanding and articulating the user needs and wants. In an era where user centre design has become the driver of the design process, identifying who will use the product and how the product will be used are now the engine of usability, utility and user experience. The module also defines the basics of the User Experience, and how to understand user and business requirements. This module will encapsulate topics from ethnography, sociology and cognitive psychology as well as topics from digital design.

### **What you will learn on the module**

You will learn all the current techniques and tools to design, plan and develop a user research strategy. Those techniques will be based on two main scientific research approaches (Qualitative and Quantitative) to collect user and business needs. This will include:

* Design a UX Research methodologies for regular and accessibility friendly products.
* Compare and apply Conventional and Agile User Stories methodologies.
* User needs articulation process plan and implementation using QUAL and QUAN
* Business needs articulation process plan and implementation using QUAL and QUAN
* User research deadly sins.
* Translate and analyse user and business analysis findings and insights to actionable tasks via Task Analysis.
* Construct a brief of what product scope and UX requirements.

### **How you will learn**

This module combines theoretical and practical aspects of user research. You will be involved in weekly activities to apply theories to certain contexts, this will help you understand the main research concepts and then apply the appropriate user research tools. The weekly basis activities will help you build your user research artefacts and assets, the planned activities will aim to introduce user analysis artefacts and task analysis artefacts.

A variety of other methods will be used to disseminate information and encourage knowledge to be accumulated in the area of User Experience and User Research. These will include SOL support, small-group practical tutorial sessions/laboratory workshops and example artefacts. SOL support will be provided via a combination of the University’s VLE and other web support sites/referenced sites which will encourage exploration in the area of cognition and interaction, evaluation, User Research factor planning and design. Such support will also provide a range of visual stimuli as well as examples of User Research. Artefacts (digital or otherwise) will be used as examples of good or bad User Research.

### **How much time the module requires**

UX 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 to learn and prepares you for summative tasks (Formative):**

Several weekly designed activities aiming to complete the summative assessment will be carried out. The activities will help complete some of the assessment tasks, such as how to design qualitative and quantitative data collection methods. You will receive enough feedback via multiple formative feedback sessions. You will have to present the findings of your user research analysis for feedback.

#### **Tasks which count towards your degree (Summative):**

All tasks carried out in the class will help you produce a user research report that accurately describes business, technical and user requirements. Including user research artefacts such as personas, user stories, user analysis, scenarios, user journeys.

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**When assessment does not go to plan**  
If you are referred in the user research assessment, you will be required to revise and resubmit the assessment, in the light of tutor feedback.

#### **What you will be able to do after the module**

1. Identify the key component of User Experience context, including understanding the technology and stakeholders.
2. Interpret digital product or service requirements including business, technical and potential user sources and define appropriate measures of success, including goals, objectives and key performance indicators (KPIs).
3. Explain issues with usability and effectiveness of digital products and services and to identify areas for improvement.

### Describe digital product usability, accessibility and other legal requirements.

### Interpret user types and their goals, behaviours and pain points using appropriate design artefacts to inform the design process.

### **How this relates to the dimensions of Solent’s Real-world curriculum framework**

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| --- | --- | --- |
| Dimensions | How students learn | How students are assessed |
| Students 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 you interviewing clients and collect UX requirements. | You will be formatively evaluated by the client. A predefined evaluation form will be supplied and shared with you. |
| Students 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 part of the formative assessment; you will be encouraged to do this in group context. |
| Students 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 your own report to showcase of your UX artefacts and the business context investigated. |
| Students face outward to the community, industry and the global environment | You have to select a business case study for the assessment and design a user research strategy for. This will improve your engagement with local businesses. | Clear and concise insights and strategies identified appropriate to the business case study selected by you. |
| Students learn from authentic, engaging and programmatic assessment | You must select a business case study for the assessment and design a User Research strategy for. This will improve your engagement with local businesses. | Guest lecturer will be invited and you will have the opportunity to network and ask questions to experts in UX. |

### **Summative assessment details**

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| --- | --- | --- |
| AE1 | Weighting: | 100% |
|  | Assessment type: | User Research Report |
|  | Aggregation: | N/A |
|  | Length/duration: | 2000 words |
|  | Online submission: | Yes |
|  | Grade marking: | Yes |
|  | Anonymous marking: | No |

### **Module Author:** Dr.Mohammed al-Husban

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| Module Title: UX | | | |
| Credit Points: | 20 | Module Code: | COM416 |
| FHEQ Level: | 4 | 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:**

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| --- | --- | --- | --- |
| Module Approved/Year Implemented/Code | July 2019 | 2020/21 | COM416 |
| Module modified/Year Implemented/Code |  |  |  |
| Add extra rows as required |  |  |  |