



User Experience Design

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1. Class Policy

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- No phone ring, no calling, no texting
- No gaming or chatting or other activities not related to the course
- **EIU Moodle**
Lessons, assignments and notice will be posted here
- Don't submit Assignments via Email if not requested
- **Late Submission** (only exercises and labs)
 - 2nd, 3rd, ..., nth late times will be minus **(n - 1) x 10** grade
 - No late more than 01 day

1. Class Policy



Together

Everyone

Achieves

More

1. Class Policy

▪ Encourage to:

- Directly contact

- ✓ In class

- ✓ By appointments

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- Discuss

▪ Reference

- **All copy will lead to penalty (from classmates)**
- All references from the Internet should be cited

2. Course Evaluation

- **Formative score (P)** = Attendance + Discuss + Assignments
- **Midterm score (M)**: Practical test in 90'
- **Final score (F)**: Practical test in 90'
- **Final score** = 10% P + 40% M + 50% F
- **Not allowed to take the exam:**
Absence more than 20%



3. Course Introduction

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Requirements

Prerequisite course:

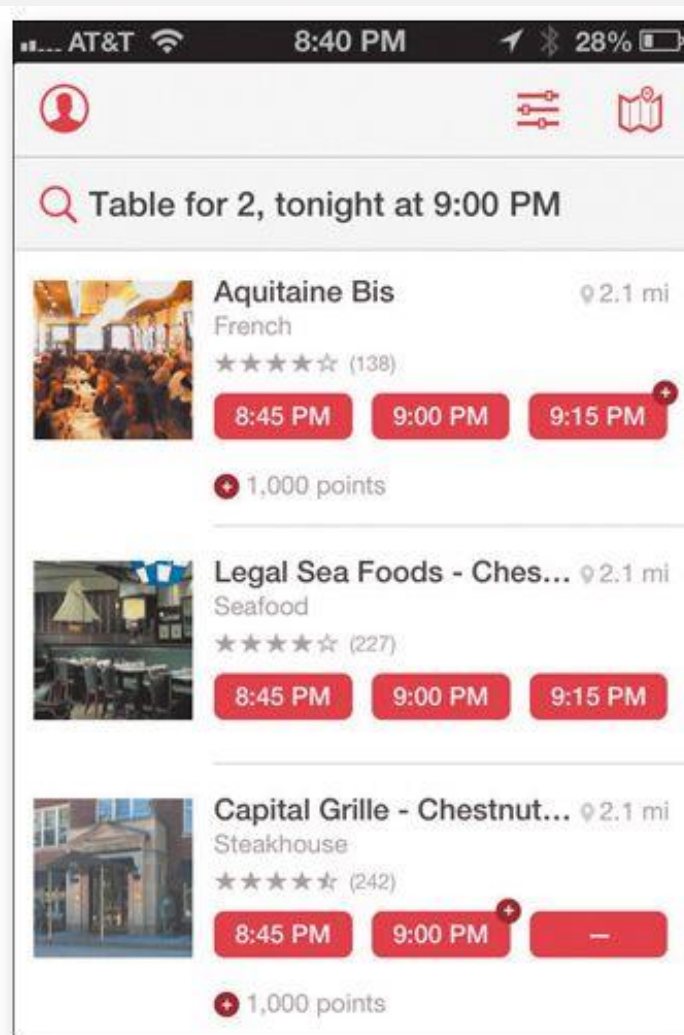
CSE 307 – Web programming

Skills:

- Web programming
- Mobile application development
- Application development

The world has changed

- Computers, the Internet and the way we use them have changed a lot lately
- The landscape has changed in three ways:
 - **Technology got its hands on some steroids**
tiny computers that we carry around with us all the time → smart phone



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 - **The Web itself kept improving**
the sites we use tend to be much more powerful and useful than their predecessors



improvements in the Web



improvements in website **usability**

improvements in web **accessibility** for html5

improvements **to** the website

improvements website **reviews**

Press Enter to search.



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the sites we use tend to be much more powerful and useful than their predecessors
 - **Usability went mainstream**
 - ✓ In 2000, not that many people understood the importance of usability
 - ✓ thanks in large part to Steve Jobs (and Jonathan Ive), almost everyone understands that it's important

4. Course Objective

- The course is about designing great, usable Web sites
- It's also about designing anything that people need to interact with
- **Knowledge**
 - Understand the fundamental concepts, principles of User Experience Design
 - Understand and be able to apply UX design and testing process

5. References

- Steve Krug. (2014). **Don't Make Me Think** (3rd edition).
- Amber Israelsen. (2015). **User Experience Tips and Tricks for Developers**. Pluralsight
- Don Norman. (2013). **The Design of Everyday Things** (Revised edition). Basic Books





6. Required Tools

- Figma is one of the most advanced design tools out there and is constantly updating and releasing new features and capabilities.
- Figma is open to everyone and very flexible in many ways. It offers a variety of plans, including a free one, which is perfect for beginners in design.

Why Figma?

- Figma allows designers and other teammates to work simultaneously in real time.
- Figma has succeeded in bringing together a whole suite of design tools to provide an all-in-one solution (from brainstorming and wireframing to prototyping and sharing assets).
- Figma is not only a design app but also a community and platform for sharing ideas and solutions



Q&A