

KU WINTER CAMP 2021

MAVA 319 USER EXPERIENCE PRINCIPLES (ONLINE)

1. Course description

Foundations of user experience (UX); definition of key terms and concepts. Introduction to UX research. Exploratory, formative and summative user studies. An overview of user research methods used in UX. Introduction to UX design process and principles.

2. Course objectives

This course aims to,

- familiarize the students with key concepts in UX,
- teach the fundamentals of UX research and design,
- and help students understand the relationship between UX research and UX design.

Since this is an online version of the actual User Experience Principles course taught at Koç University, these skills will be mainly practiced by using digital design tools (e.g. Adobe XD and Miro).

3. Course outcomes

Students successfully completing this course will,

- be able to demonstrate an understanding of the fundamental concepts of UX research and design,
- be familiar with a typical UX research and design process,
- acquire a basic knowledge of UX research and design terminology.

4. Teaching methods

Each day, a specific subject will be covered through various teaching methods outlined below.

- *Lectures*: These are interactive lectures where the instructor introduce concepts pertaining to user experience (e.g. user research, UX design) through example works.
- *Tutorials*: These are sessions where teaching assistants and tutors introduce the basics of digital design tools that will be used in this class.
- *Exercises*: Tasks in which the students are expected to apply the theoretical knowledge obtained in the lectures into practice.
- *Critique sessions*: These are sessions in-which students showed the results of exercises (e.g. ideas, concepts, research results and so on) to gather feedback from the instructor, teaching assistants and classmates.

5. Course materials

There is no required coursebook for this course. However, it is recommended that the students have access to a copy of the following books:

Goodman, E., Kuniavsky, M., & Moed, A. (2012). *Observing the user experience: a practitioner's guide to user research* (2nd edition). Elsevier.
Buxton, B. (2007). *Sketching User Experiences*. San Francisco: Morgan Kaufmann.
Lazar, J., Feng, J. H., & Hochheiser, H. (2017). *Research methods in human-computer interaction*. Morgan Kaufmann.

6. Online education tools

Five tools will be utilized in this online course.

- **Zoom:** For lectures, synchronous critique sessions and presentations, the following zoom channel will be used.
<https://kocun.zoom.us/j/93566457327>
Meeting ID: 935 6645 7327
Passcode: 087045
- **Miro:** Miro will be used during some exercises (1,2,3, 4,5, 6, 7 and 10). Before each exercise, you will be invited to the appropriate Miro board.
- **Blackboard:** Blackboard will be used for submissions, and sharing lecture notes, video lectures and other additional course materials.
- **ADOBE Creative Cloud:** ADOBE XD will be used in exercise 8 and exercise 9. All of the students enrolled to class will be assigned with an educational ADOBE Creative Cloud account prior to class.

7. Grading

There are four grade levels for the compilation of this course: *pass with distinction*, *pass with honors*, *pass* and *fail*. The course grade will be based on exercises and participation in class discussions. The grading plan will be done according to the following,

Exercises (1,2,3, 4,5, and 10)	45 % (6 x 7,5)
Exercises (6, 7, 8, and 9)	40 % (4 x 10)
Participation	15 %

Exercises involving ideation and design activities (1,2,3,4,5, and 10) will be graded with the following criteria;

- amount of alternative ideas, sketches and practices (30%)
- quality and creativity of the presentation (30%)
- creative and lateral thinking (40%)

Exercises involving research activities (6,7,8 and 9) will be graded with the following criteria;

- the level of detail, and the depth of analysis (70%)
- visual quality of the presentation (20%)
- clarity of the presentation and the use of proper English (10%)

Participation will be graded with the following criteria;

- participation in class discussions and critique sessions (50%)
- individual effort level in in exercises (e.g. contribution to group work) (50%)

8. Course outline

	25 January	26 January	27 January	28 January
10:00-10:50	Lecture 1: Introduction to UX	No class	Exercise 3: Interviewing with users (individual work)	No class
10:50-11:10	Break		Break	
11:10-12:00	Lecture 2: Components of UX		Exercise 4: Creating personas (group work)	
12:00-13:00	Break	Break	Break	Break
13:00-13:50	Tutorial 1: Introduction to Miro	Exercise 1: Problem framing (group work)	Exercise 5: Creating HMW questions (group work)	Lecture 4: UX design process
13:50-14:10	Break	Break	Break	Break
14:10-15:00	Lecture 3: UX Research Part 1: Exploratory research	Exercise 2: Preparing questions for exploratory user research (group work)	Presentations 1: Problem framing, personas, and HMWs	Lecture 5: Idea generation techniques
	1 February	2 February	3 February	4 February
10:00-10:50	Exercise 6: Brainstorming (individual & group work)	No class	Tutorial 3: Prototyping in ADOBE XD	No class
10:50-11:10	Break		Break	
11:10-12:00	Exercise 7: Idea selection and refinement (group work)		Exercise 9: Designing the User Interface (group work)	
12:00-13:00	Break	Break	Break	Break
13:00-13:50	Presentations 2: Selected ideas	Tutorial 2: Introduction to ADOBE XD	Lecture 7: UX Research Part 2: Evaluative research	Presentations 3: Project process and the outcomes
13:50-14:10	Break	Break	Break	Break
14:10-15:00	Lecture 6: UX Design principles	Exercise 8: Creating user flows (group work)	Exercise 10: Preparing questions for evaluative user research (group work)	Presentations 4: Project process and the outcomes

9. Student code of conduct

<http://vpaa.ku.edu.tr/academic/student-code-of-conduct>
<http://vpaa.ku.edu.tr/sites/vpaa.ku.edu.tr/files/Koc%20University.pdf>
<http://vpaa.ku.edu.tr/academic/grievance-procedures>