UX Design: User Experience Design and Evaluation
UX-design: användarupplevelsedesign och utvärdering
15 credits
15 högskolepoäng

Ladok Code: C3KUX1
Version: 1.0
Established by: Utskottet för utbildningar inom bibliotek, information och IT 2019-03-12
Valid from: Autumn 2019

Education Cycle: First cycle
Main Field of Study (Progressive Specialisation): Information Architecture (G1F)
Disciplinary Domain: Natural sciences 50%, Social sciences 50%
Prerequisites: The course requires that the student have elementary skills in JavaScript in combination with HTML and CSS for web publication. The student also must have knowledge of methods and tools for development work and project work.
Subject Area: Informatics/Computer and Systems Sciences
Grading Scale: Seven-degree grading scale (A-F)

Content
The course deals with theories and methods used for user experience (UX) design.

In addition, the students will, by means of practical work, deepen their understanding of the fundamental concepts, practices, workflows, processes, technics, and tools connected to UX design and UX evaluation within the context of web development.

The course is grounded in a user-centered perspective and in the areas of information architecture, interaction design, and UX.

The course includes:

- Scientific methods and tools for UX design
- The creation of prototypes and application for specific user needs
- Assessment and test of web applications with respect to UX
- The importation of content through an existing API (application programming interface)

Learning Outcomes
After passing the course the student should be able to, concerning,

Knowledge and understanding
1. Demonstrate an understanding of and describe concepts, theories, and methods within UX,
2. Demonstrate an understanding of and describe methods for the evaluation of design processes.

Competence and skills
2. Plan and use scientific methods for user studies with the goal of developing the components necessary for a good user experience,
2. Analyse and evaluate collected data from user studies with the goal of designing and developing applications for web or mobile use,
2. Develop the necessary conditions for a good user experience applied to a web or mobile context, on the basis of empirical results,
2. Create and structure a web application which works with an existing API,
2. Develop and maintain a project plan including a timeplan,
2. Design plans for testing.

Judgment and approach
3.1 Using a critical approach, analyse and evaluate a UX project.
3.2 Identify, argue for, and evaluate the consequences of design choices in connection with user experience.

**Forms of Teaching**
Teaching in the course is composed of written and oral assignments, lectures, seminars, practical review, and advising.

The language of instruction is English.

**Forms of Examination**
The course is graded through the following examinations:

- Seminar: Project plan (in groups)
  Learning outcomes: 1.1, 1.2, 2.5, 2.6
  Credits: 2.0
  Grading scale: Fail (U) or Pass (G)

- Seminar: Implementation phase 1 (in groups)
  Learning outcomes: 2.3, 2.4, 3.1, 3.2
  Credits: 0.5
  Grading scale: Fail (U) or Pass (G)

- Seminar: Implementation phase 2 (in groups)
  Learning outcomes: 2.2, 2.3, 2.4, 2.5, 3.1, 3.2
  Credits: 0.5
  Grading scale: Fail (U) or Pass (G)

- Project work: Implementation (in groups)
  Learning outcomes: 2.3, 2.4, 2.5, 3.1
  Credits: 4.0
  Grading scale: Seven-degree grading scale (A-F)

- Report: Written report on the project’s development phase (in groups)
  Learning outcomes: 2.1, 2.2, 2.3, 2.4, 2.5, 3.1, 3.2
  Credits: 8.0
  Grading scale: Seven-degree grading scale (A-F)

For at least a grade of E in the entire course, the student must receive a passing grade in all examinations. A higher grade is decided in the following way: the grade of every examination is translated to a numerical value. E = 1, D = 2, C = 3, B = 4, A = 5, a weighted average is then calculated and translated back to the nearest letter grade on the 7-grade scale, becoming the assigned grade for the entire course.

If the student fails or is not present for the evaluation of the project’s conceptual phase or the implementation phases, the grader can decide to give the student an opportunity to record an evaluation on terms decided by the grader.

The grader can decide to replace the seminar with another form of examination if a student fails or is not present for the seminar.

When the course plan is changed, students who wish to finish the course must do so according to the new plan’s content and assignment requirements. If the course no longer is offered on a regular basis, students who wish to complete the course must take all or part of another, equivalent course.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

**Literature and Other Teaching Methods**
The course literature is in English.


Student Influence and Evaluation
The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students’ views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

Miscellaneous
The course is part of the degree programme Web Content Manager and Designer, 180 credits, and Web Content Manager and Designer, distance education, 180 credits, as well as being offered as a freestanding course.