

<b>Module Title</b> <b>User Experience Design</b>	Reference CM2018 SCQF Level SCQF 8 SCQF Points 15 ECTS Points 7.5 Created March 2012
<b>Keywords</b> User Experience, User Centred Design, Usability, Usability Evaluation, Human Computer Interaction	Approved September 2012 Amended Version No. 1

## This Version is No Longer Current

The latest version of this module is available [here](#)

### Prerequisites for Module

None in addition to SCQF Level 8 entry requirements or equivalent.

### Corequisite Modules

None.

### Precluded Modules

None.

### Aims of Module

To provide the student with the knowledge and skills required to design effective user interaction for digital products and services; defining appropriate form, behaviour and content to provide an optimal user experience from the interaction.

### Learning Outcomes for

### Indicative Student Workload

<i>Contact Hours</i>	Full Time
Assessment	14
Labs	12
Lectures	18
Tutorials	6

#### *Directed Study*

Directed Study	50
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#### *Private Study*

Private Study	50
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### Mode of Delivery

Principles and techniques used are introduced during lectures through presentations and examples. Student centred labs and tutorials are used to emphasise the design aspects of the course material, reinforcing and extending the material delivered in lectures based around project and group work.

## Module

On completion of this module, students are expected to be able to:

1. Demonstrate knowledge of key elements of user-centred design methods and how UCD integrates into a product development lifecycle.
2. Apply the principles and techniques of user-centred design to the capture and analysis of user requirements, providing a basis for design that is fit for purpose.
3. Apply the principles and techniques of user experience design to the design of user interfaces to a range of products.
4. Demonstrate the use of prototyping techniques to communicate design concepts effectively to key stakeholders.
5. Demonstrate knowledge and skills in the use of user research methods as part of a user-centred design process.

## Indicative Module Content

User experience: user centred design, usability ISO 9241, integrating UX into project lifecycle; Capturing requirements: user characteristics, persona, task analysis, mental models, card sorting, scenarios, product value

## Assessment Plan

	Learning Outcomes Assessed
Component 1	1,2,3,4,5

### Component 1 - Coursework

## Indicative Bibliography

1. BENYON, D., 2014. Designing Interactive Systems: A Comprehensive Guide to HCI, UX and Interaction Design. Pearson.
2. ROSSON, M-B., and CARROLL, J., 2002. Usability Engineering: Scenario-Based Development of Human-Computer Interaction. Morgan Kaufmann.
3. SAURO, J. AND LEWIS, J.R. (2012) Quantifying the User Experience; Practical Statistics for User Research Morgan Kaufman

proposition, business case and stakeholder analysis; User interface design: role of human emotion and perception in design, conceptual model, design principles, interaction design, graphic design, software branding; Design communication: prototyping levels (low, mid, high fidelity), storyboards and wireframes, prototyping toolkits; Application types: web, intranet, mobile, desktop, business and consumer; User research: usability specification, usability evaluation, user data analysis.