

MODULE DESCRIPTOR

Module Title

User Experience Design

Reference	CM2018	Version	3
Created	October 2017	SCQF Level	SCQF 8
Approved	September 2012	SCQF Points	15
Amended	October 2017	ECTS Points	7.5

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 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 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.

Module 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.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	A piece of coursework.				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 100% weighting for C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	An A in C1
B	A B in C1
C	A C in C1
D	A D in C1
E	An E in C1
F	An F in C1
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None in addition to SCQF Level 8 entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	None.

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