TECH 20703A Elements of User Experience

Department of Information Technologies - HEC Montréal

COURSE INFORMATION

Instructor: Dr. Constantinos K. Coursaris
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Office hours: Tuesdays 09:00-10:00 via Teams or by appointment

Class time: Thursday 12:00-3:00pm
Class location: Zoom: Meeting ID = **991 8555 9988** & Passcode: **123098**
https://hecmontreal.zoom.us/j/99185559988?pwd=cnFHMVlIaDBuS0Ny
RnQ3YTZDVUlDZz09
or the short, case-sensitive URL:
https://bit.ly/elementsUX2020zoom
ZoneCours: 20703A.A2020

Course Description

This course is an introduction to the field of user experience (UX) in a business context. For organizations, the user's experience becomes one of the most important considerations both for employees interacting with various internal application interfaces (e.g. web and e-commerce platforms, management software packages, enterprise social media) and for customers using websites, mobile applications and even self-service kiosks in stores, among others.

According to the User Experience Professionals Association (UXPA), UX specialists are involved in three types of activities: *research*, *design*, and *evaluation* of interactive system interfaces. UX research is the learning activity that focuses on understanding the needs and/or desires of intended users of digital interfaces for specific tasks situated within a broader context. UX design is concerned with design principles, methods, and standards applied in the conceptualization and creation of an interactive system interface (or more broadly, digital artifact) that aims to elicit an optimal user experience. UX evaluation involves the observation of individuals using the designed digital artifacts, interpretation of their experience, and the generation of valuable insights typically in the form of identifying 'pain points' and producing (re)design recommendations, thereby completing the design and development cycle. Hence, the course aims to cover aspects related to all three of these activities, i.e. research, design, and evaluation of interactive system interfaces.

Learning Objectives

Upon completion of this introductory UX course, the student should:
- Gain a broad understanding of UX and become aware of its interdisciplinary nature
- Understand how UX complements a business analyst's expertise

- Have acquired concrete methods and tools to manage the UX portion of an IT project
- Be able to guide a team during Design Thinking activities
- Be able to build on their UX education in the workplace

Themes

- User Experience
- Interface development cycle
- Stakeholder communication
- User needs analysis

- Interface design principles
- Expert assessment
- Ideation methods
- Prototyping methods

Course Assessment

Group Assignments*: 3 @ 10% each	30%
Individual Prototype*: 1 @ 22%	22%
Individual Quizzes*: 3 @ 6% each	18%
Final Exam	30%
TOTAL	100%

Detailed information to be distributed in class when appropriate

(Information about grades from the HEC Montréal Student Guide:
https://www.hec.ca/en/students/student-guide/studentguide.pdf)
How will you be graded in each course?
› For each of your evaluations (examinations, assignments, quizzes, etc.), you will usually receive a mark out of 10, 20 or 100.
› At the end of the term, your professor will add up your different marks and give you a grade out of 100.
› The professor will convert this number grade into a letter grade using his or her own conversion scale. The best grades will receive a grade of A+ or A and the lowest grades will get a passing grade (C or D, depending on the level) or an E, for failures.
› Your relative position in comparison with the course objectives will determine your grade. The passing grade will vary from one course to another, depending on this ranking and the professor's marking scale.
Note: the ranking referenced above is in relation to the grades earned within the entire class, i.e. a grade distribution grade is applied using a tool provided by HEC.

Course Materials
Textbook 1 (for Weeks 1-3)
Stone, D. L. (2005). *User interface design and evaluation* (Ser. Morgan kaufmann series in interactive technologies). Morgan Kaufmann
Available via HEC Montréal's Library, and the **Google Preview link** specifically:
http://bit.ly/uxbook-stone

Textbook 2 (for Weeks 4-12)
The UX book : process and guidelines for ensuring a quality user experience
by Rex Hartson, Pardha S Pyla
Available via HEC Montréal's Library and the link:
http://bit.ly/uxbook-rexhartson

Course Schedule*

Date	Agenda	Readings & Due Items
9/3	Course Overview - Form Groups - Register for the Adobe MAX conference Introducing UX, HCI, and UID	Syllabus Nielsen: Definition of UX max.adobe.com Stone Ch. 1
9/10	*UX RESEARCH* Understanding Users & Gathering Requirements - Methods: Interviews & Observation *Assign: Group Assignment 1*	Nielsen: UX Research Methods Stone Ch. 2 Nielsen: Analyzing Qualitative Data
9/17	- Finding out about Users and the Domain - Personas - Experience & Journey Mapping	Stone Ch. 3 Hartson 7.5 Nielsen: UX Mapping Methods
9/24	**Quiz: Noon-12:15pm** Finding out about Tasks and Work (Task Analysis) *UX DESIGN* Design Thinking	**Quiz 1** Stone Ch 4 Hartson Chapter 23 Hartson 7.3
10/1	**Assignment DUE @ Noon →** Ideation Value Proposition Canvas	**Group Ass't. 1** Hartson 7.6
10/8	Sketching Storyboarding	Hartson 7.7 Hartson 8.4
10/15	**Quiz: Noon-12:15pm** Adobe XD Overview in class Wireframes Design Principles	**Quiz 2** Hartson 9.5
10/22	Adobe XD Labs at Adobe MAX (Prototyping)	Six 30'-sessions of Adobe XD (Hartson Chap. 11)
10/29	*No class – Reading week*	
11/5	**Assignment DUE @ Noon →** *UX EVALUATION*	**Group Ass't #2** Hartson Chap. 12
11/12	Heuristic Review (Ergonomic Audit)	Hartson 13.4
11/19	**Assignment DUE @ Noon →** User Testing (Quasi-Empirical UX Evaluation)	**Ind. Ass't** Hartson 13.7
11/26	**Quiz: Noon-12:15pm** Remote User Testing	**Quiz 3** Hartson 13.9.2
12/3	**Assignment DUE @ Noon →** Putting it all together	**Group Ass't #3**
12/10	**FINAL EXAM! 09:00-12:00**	

Test Schedule*

Test	Topic	When
Quiz 1	UX Research	Noon on 9/24
Quiz 2	UX Design	Noon on 10/15
Quiz 3	UX Evaluation	Noon on 11/26

Assignment Schedule*

Assigned	Topic	Due When
9/10	Group Assignment 1	10/1 @ Noon
10/8	Group Assignment 2	11/5 @ Noon
10/22	Individual Assignment: Prototype	11/19 @ Noon
11/12	Group Assignment 3	12/3 @ Noon

*Important notes and policies:
1. The course, quiz, and and assignment schedules and outline are subject to change.
2. Quizzes are taken on ZoneCours and last 15-minutes, i.e. 12:00-12:15pm.
3. Assignments will be announced via separate files throughout the course per the schedule.
4. Assignments are submitted on ZoneCours (under 'Assignments' and the corresponding folder); for Group assignments, only one submission per Group is required.
5. Assignments that are handed in late will be marked down 5% from the earned grade per day.
6. Academic dishonesty will result in a 0 for the course and appropriate University sanctions.

Additional Course Policies

Course Communication
This will be a fully mediated (i.e., online) class. All announcements will be posted on ZoneCours and pushed to registered students via email. Questions and requests for assistance should be sent via email to the course Teaching Assistant, who may then relay them to the instructor as needed. In general, students should expect a reply from the Teaching Assistant and/or Instructor within 3 business days (although the typical turnaround is within 36 hours).

Missing Class
If you wish to be excused from class to observe a religious holiday, make arrangement in advance with the course instructor. Also, if you must miss a class to participate in an official university event or required activity for another course, provide the instructor with adequate advanced notice (e.g. 2 weeks) and detailed information (such as a written authorization from the faculty member of the other course).

Use of New Media
As members of a learning community, students are expected to respect the intellectual property of course instructors. All course materials presented to students are the copyrighted property of the course instructor and are subject to the following conditions of use:
1. Students may not record lectures or any other classroom activities.
2. Students may not post the course materials online or distribute them to anyone not enrolled in the class without the advance written permission of the course instructor.
3. Any student violating the conditions described above may face academic sanctions.

Academic Integrity
HEC Montréal adheres to strict policies regarding academic and intellectual integrity, with plagiarism – presenting another person's work or ideas as one's own - cheating, and fraud being three common forms of violations. Information is available on the HEC Montréal website, but, put simply, avoid such misconduct as sanctions can be dire.