

Design for User Experience

ITP-310 (3 units)



Objective

Teach the fundamental concepts, techniques, practices, workflows, and tools associated with the practice of user experience design in web and mobile experiences.

Students will learn how to apply these concepts through a semester-long, team-based, project. You will create an online and mobile, experience for an online-based startup company. You get to determine what your team's company will do.

Concepts

Concepts, techniques, practices, workflows and tools for design from the perspective of user experience.

Prerequisites

none

Instructor

Jenn Kassar

Contacting the Instructor

jkassar@usc.edu
213.740.4542

Office Hours

OHE 412 – (see Blackboard)

Lab Assistants

none

Contacting the Lab Assistants

n/a

Lecture/Lab

3 hours / week

Required Textbooks

- *Don't Make Me Think*, Steve Krug, ISBN: 0321344758
- *About Face (3rd edition)*, by Alan Cooper, ISBN: 0470084111

Recommended Textbooks

- *Designing for the Digital Age*, by Kim Goodwin, ISBN: 0470229101
- *The Elements of User Experience: User-Centered Design for the Web*, Jesse James Garret, ISBN: 0735712026
- *Clout: The Art and Science of Influential Web Content*, Colleen Jones, ISBN: 0321733010
- *Usability Engineering: Process, Products, and Examples*, Laura Leventhal and Julie Barnes, ISBN: 0131570080
- *Interaction Design: Beyond Human - Computer Interaction* (3rd edition), Yvonne Rogers, Helen Sharp, and Jenny Preece, ISBN: 0470665769

Website

All course material will be on Blackboard (<http://blackboard.usc.edu>).

Course Structure

Each class begins with lecture and is followed immediately by lab in the classroom. Labs are done during class time and are due that day by end of class.

Exam format

There will be one midterm exam. There is no final exam, as the final project website and documentation will take the place of the final exam

Evaluation

The following point structure will be used in determining the grade for the course. Final letter grade will be based upon the total points received, the highest total in the class, and the average of the class.

In-class labs / reading quizzes	20%
Assignments (Project-Related)*	30%
Midterm Exam	25%
Project Website and Documentation*	25%

**Grading Note: This focus of this class is to learn UX design in the context of a practical, collaborative project. As such, grading for the project (and assignments) will include a team grade as well a peer assessment.*

Grading Scale

A	100-93	B-	82-80	D+	69-67
A-	92-90	C+	79-77	D	66-65
B+	89-87	C	76-73	F	64 or below
B	86-83	C-	72-70		

Policies

Students are expected to:

- Attend and participate in lecture discussions and critiques
- Attend and complete weekly labs
- Manage and complete individual class projects

Late Work

No assignments or labs are accepted late without prior approval by the professor. It is the responsibility of the student to contact the grader when posting late projects.

ITP Labs

Before logging onto an ITP computer, students must ensure that they have emailed or saved projects created during the class or lab session. Any work not saved will be erased after restarting the computer. ITP is not responsible for any work lost.

ITP offers Open Lab use for all students enrolled in ITP classes. These open labs are held beginning the second week of classes through the last week of classes. Please contact your instructor for specific times and days for the current semester.

Incomplete and Missing Grades

Excerpts for this section have been taken from the University Grading Handbook, located at <http://www.usc.edu/dept/ARR/grades/gradinghandbook/index.html>. Please see the link for more details on this and any other grading concerns.

A grade of Missing Grade (MG) “should only be assigned in unique or unusual situations... for those cases in which a student does not complete work for the course before the semester ends. All missing grades must be resolved by the instructor through the Correction of Grade Process. One calendar year is allowed to resolve a MG. If an MG is not resolved [within] one year the grade is changed to [Unofficial Withdrawal] UW and will be calculated into the grade point average a zero grade points.

A grade of Incomplete (IN) “is assigned when work is no completed because of documented illness or other ‘emergency’ **occurring after the twelfth week** of the semester (or 12th week equivalency for any course scheduled for less than 15 weeks).”

Academic Integrity

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one’s own academic work from misuse by others as well as to avoid using another’s work as one’s own. All students are expected to understand and abide by these principles. *SCampus*, the Student Guidebook, contains the Student Conduct Code in Section 11.00, while the recommended sanctions are located in Appendix A:

<http://www.usc.edu/dept/publications/SCAMPUS/gov/>. Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: <http://www.usc.edu/student-affairs/SJACS/>.

Students with Disabilities

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to your course instructor (or TA) as early in the semester as possible. DSP is located in STU 301 and is open from 8:30am to 5:00pm, Monday through Friday. Website and contact information for DSP http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html (213) 740-0776 (Phone), (213) 740-6948 (TDD only), (213) 740-8216 (FAX) ability@usc.edu

Emergency Preparedness/Course Continuity in a Crisis

In case of emergency, when travel to campus is difficult, if not impossible, USC executive leadership will announce a digital way for instructors to teach students in their residence halls or homes using a combination of the Blackboard LMS (Learning Management System), teleconferencing, and other technologies. Instructors should be prepared to assign students a “Plan B” project that can be completed ‘at a distance.’ For additional information about maintaining your classes in an emergency, please access: <http://cst.usc.edu/services/emergencyprep.html>

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Course Outline

*Subject to change throughout the semester
Supplemental readings will be posted on Blackboard*

Week	Topic	Reading	Assignment due next class
1	Overview	Krug 1; Cooper 1	
2	Principles of UX	Krug 3-6	post ideas AND skills on Blackboard
3	User Research; Project Requirements	Cooper 4; supplemental	research plan; stakeholder interviews
4	Modeling Users; Personas	Cooper 5	conduct user research; bring transcriptions of interviews
5	Understanding Users	Krug 2	finish coding; create behavior spectrums / personas
6	Requirements and Scenarios	Cooper 6; supplemental	create scenarios / requirements (two weeks); study
7	Midterm	-	prepare presentations
8	Persona Presentations	-	
9	Framework Design Prototyping Axure	Cooper 7, 11; supplemental	finish visual framework for all scenarios
10	Detailed Design Axure	Cooper 9, 14; supplemental	grid-based sketches / prototypes;
11	Visual Design Axure	Cooper 14; supplemental	visual design language prepare design presentation

12 Detail Presentations -

13	Usability Testing	Krug 9	create usability testing tasks; preliminary Axure designs
14	Usability Results, Accessibility, and Localization	supplemental	conduct usability testing; bring results
15	Expert usability test	supplemental	prepare final design and usability presentation, and final documentation
16	Final Design and Usability Presentations		
