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
Jennifer Kassar

Contacting the Instructor
jkassar@usc.edu

Office Hours
TBA

Lab Assistants
TBA

Lecture/Lab
Wednesdays 5-7:50PM – KAP 160

Required Textbooks

- About Face (3rd edition), by Alan Cooper, ISBN: 0470084111
Recommended Textbooks


Website

All course material will be on Blackboard ([http://blackboard.usc.edu](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 unless otherwise specified.

Grading

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.

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<tbody>
<tr>
<td>In-Class Labs</td>
<td>10%</td>
</tr>
<tr>
<td>Assignments (Project-Related)*</td>
<td>20%</td>
</tr>
<tr>
<td>Exam 1</td>
<td>15%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>20%</td>
</tr>
<tr>
<td>Project Website and Documentation*</td>
<td>25%</td>
</tr>
<tr>
<td>Attendance/Participation</td>
<td>10%</td>
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*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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
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<tbody>
<tr>
<td>A</td>
<td>100-93</td>
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<tr>
<td>A-</td>
<td>92-90</td>
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<tr>
<td>B+</td>
<td>89-87</td>
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<tr>
<td>B</td>
<td>86-83</td>
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<tr>
<td>B-</td>
<td>82-80</td>
</tr>
<tr>
<td>C</td>
<td>76-73</td>
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<tr>
<td>C-</td>
<td>72-70</td>
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<tr>
<td>D</td>
<td>66-65</td>
</tr>
<tr>
<td>D+</td>
<td>69-67</td>
</tr>
<tr>
<td>F</td>
<td>64 or below</td>
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Policies
- No make-up exams will be offered nor will there be any changes made to the Final Exam schedule or assignment due dates (except for documented medical or family emergencies).
- It is your responsibility to submit your assignments on or before the due date. **It is not the responsibility of the lab assistant or the instructor.** Do **not** turn in anything to your lab assistant!
- Assignments are due on the date listed on Blackboard at the beginning of class unless otherwise changed by announcement in class or via e-mail. Any assignment turned in late will incur a 25% penalty for the first 24-hour period that it is late, an additional 50% off for the second 24-hour period that it is late, and will not be accepted after 48-hours. All assignments must be turned in via Blackboard. Do not e-mail assignments.
- Grades will be posted on Blackboard and it is your responsibility to ensure that the grades online are accurate and to follow your progress in the class.
- You are expected to be in class, on time, and distraction free. As this class meets once a week and as it is lecture and lab any student who misses more than two classes is in danger of failing the course. Please see me immediately if you have missed that number of class meetings.
- An attendance sheet will be circulated each lecture. You must sign in for lecture to receive attendance credit for that lecture and your responsibility to make sure you have done so.

Professionalism/Participation
While attendance is not mandatory, it is highly suggested as this is a lecture and lab based class. If you are not in class, it is not the TA nor the instructor’s responsibility to teach you the material that you missed. Attendance is mandatory for guest lectures. Guest lectures are tentatively noted in the syllabus and will be announced in class.

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](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/](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/](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](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](http://cst.usc.edu/services/emergencyprep.html)
Design for User Experience
ITP 310 (3 Units)

Course Outline
Note: Schedule subject to change

Week 1 (August 25) – Introduction
- Reading: Krug Ch. 1; Cooper Ch. 1

Week 2 (September 1) – Principles of User Experience
- Reading: Krug Ch. 3-6

Week 3 (September 8) – User Research & Project Requirements
- Reading: Cooper Ch. 4; Supplemental Reading on Blackboard

Week 4 (September 15) – Modeling Users & Personas
- Reading: Cooper Ch. 5; Supplemental Reading on Blackboard

Week 5 (September 22) – Understanding Users
- Reading: Krug Ch. 2; Supplemental Reading on Blackboard

Week 6 (September 29) – Requirements & Scenarios
- Reading: Cooper Ch. 6; Supplemental Reading on Blackboard

Week 7 (October 6) – Exam 1

Week 8 (October 13) – Persona Presentations

Week 9 (October 20) – Framework Design, Prototyping, & Axure
- Reading: Cooper Ch. 7, 11; Supplemental Reading on Blackboard

Week 10 (October 27) – Detailed Design & Axure
- Reading: Cooper Ch. 9, 14; Supplemental Reading on Blackboard

Week 11 (November 3) – Visual Design & Axure
- Reading: Cooper Ch. 13; Supplemental Reading on Blackboard

Week 12 (November 10) – Detail Presentations

Week 13 (November 17) – Usability Testing
- Reading: Krug Ch. 9
Week 14 (November 24) – Usability Results, Accessibility, & Localization
  - Reading: Supplemental Reading on Blackboard

Week 15 (December 1) – Exam 2 & Expert Usability Test

Final Exam Day – Presentations (December 10th from 4:30-6:30PM)
  - Final Design & Usability Presentations