

Design for User Experience

ITP 310 (3 Units)

Course description

This course provides a comprehensive overview of the user experience design process. It is neither a visual design class nor a coding class. Students learn the fundamental methods, concepts and techniques necessary to design useful, functional and delightful digital products. The class will cover all phases of the design thinking process: empathize, define, ideate, prototype, test. The course focuses on both core theories and concepts as well as hands-on experience through a single ongoing team-based project.

Objectives

After completing this course, students will be able to:

- Conduct UX design research
- Formulate solutions to address problems and meet goals
- Establish requirements for design concepts
- Work with a cross-functional team through the entire design cycle
- Produce UX documentation including wireframes, designs, prototypes, and user flows
- Evaluate and improve UX designs

Prerequisites

None

Lectures and lab

Tuesdays and Thursdays 2:00 PM to 3:50 PM in RTH 115.

Instructor

Blessing Yen

Email: blessing.yen@usc.edu

Office Hours: by appointment

Teaching assistant

TBD.

Tools

Students will be introduced to a number of the current leading tools in the industry (Figma, Sketch, InVision, Whimsical, etc). We will be using Slack for all class communications and assignments.

Textbook

This class covers a great deal of territory, so no single textbook can cover it all. The following textbooks provide important background, and will be used as reference material:

- Krug, Steve (2014). Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability. New Riders. ISBN-10 0321965515
- Chandler, Carolyn (2013). Adventures in Experience Design. New Riders. ISBN-10 0321934040.
- Norman, Don (2013). The Design of Everyday Things: Revised and Expanded Edition. Basic Books. ISBN-10 0465050654.

Project

For a hands-on experience, there will be a semester-long group project assignment. Each group must have between 3 and 4 members. Each group works on designing a new web or mobile product. At the end of the semester, each group presents their designs.

Grading

The weight of the graded material during the semester is listed below:

Indiv assignments	20%	
Group assignments	20%	
Participation	20%	(Attendance, group, in-class)
Exams	25%	
Final Project	15%	

The following grading scale will be used to determine your letter grade:

93% and above	A
90% - 92%	A-
87% - 89%	B+
83% - 86%	B
80% - 82%	B-
77% - 79%	C+
73% - 76%	C
70% - 72%	C-
67% - 69%	D+
64% - 66%	D
63% and below	F

Assignments

Individual assignments will be sent to the professor and TAs. Group assignments will be turned in through your team's Google Drive folder. It is your responsibility to submit assignments on or before the due date. Assignments turned in up to 24 hours late will have 15% of the total points deducted from the graded score. Assignments turned in 24-48 hours late will have 30% of the total points deducted from the graded score. Assignments turned in past 48 hours and up to 5 days late will have 50% of the total points deducted from the graded score. It is the responsibility of the student to contact the grader when posting late projects.

Policies

- The use of mobile devices or computers is not permitted during the exam.
- All team members must participate in any group assignments and the project presentation.
- No make-up exams will be offered. No make-up project presentations will be offered.

Course outline

Week 1 (Jan 14) Overview

Week 1 (Jan 16) UX Design 101

Week 2 (Jan 21) Problem space vs. solution space

Week 2 (Jan 23) Design thinking: Human-centered design

Week 3 (Jan 28) Design thinking: Universal systems

Week 3 (Jan 30) Market research

Week 4 (Feb 4) Design research: Why

Week 4 (Feb 6) Design research: How

Week 5 (Feb 11) User feedback I: Value proposition

Week 5 (Feb 13) User feedback II: Minimum viable product

Week 6 (Feb 18)

Week 6 (Feb 20) Design Principles I: UX framework

Week 7 (Feb 25) Design Principles II: Usability

Week 7 (Feb 27) Storytelling: Personas and journeys

Week 8 (Mar 3) Ideation: Framing

Week 8 (Mar 5) Ideation: Sketching

Week 9 (Mar 10) Architecture

Week 9 (Mar 12) Midterm

Spring break

Week 10 (Mar 24) Wireframes

Week 10 (Mar 26) Visual design: Color

Week 11 (Mar 31) Visual design: Composition

Week 11 (Apr 2) Visual design: Type & images

Week 12 (Apr 7) Interaction design

Week 12 (Apr 9) Prototypes
Week 13 (Apr 14) Methodologies I: Critical thinking
Week 13 (Apr 16) Methodologies II: Lean and agile
Week 14 (Apr 21) Testing and validation
Week 14 (Apr 23) Future of UX
Week 15 (Apr 28) Rehearsals and team work sessions
Week 15 (Apr 30) Final exam
Finals Week (May 3) Project presentations

Incomplete and missing grades

University Grading Handbook, located at https://arr.usc.edu/forms/ARR_Grade_Handbook.pdf contains details on incomplete and missing grades, as well as other grading concerns.

A grade of Missing Grade (MG) should only be assigned in unique or unusual situations such as 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 UW (Unofficial Withdrawal) and will be calculated into the grade point average as zero grade points.

A grade of Incomplete (IN) is assigned when work is not 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).

Students with disabilities

The Office of Disability Services and Programs, information at <http://dsp.usc.edu> provides certification for students with disabilities and helps arrange the relevant accommodations. 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 as early in the semester as possible. If you need accommodations for an exam, the form needs to be given to the instructor at least two weeks before the exam, but preferably at the beginning the semester.

Academic Conduct

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.

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” <https://policy.usc.edu/scampus-part-b/> . Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

Academic integrity tutorials can be found at <https://libraries.usc.edu/research/reference-tutorials>

If the instructor, a grader, or a lab assistant suspects you of academic dishonesty, it has to be reported to SJACS (<https://sjacs.usc.edu>). Do not share lab assignments with another student. Do not submit another student’s work as your own. Do not look at other students’ papers during exams. Do not leave the room during an exam without permission. Do not cheat! As Trojans, we are faithful, scholarly, skillful, courageous, and ambitious.

Emergency Preparedness

If an officially declared emergency makes travel to campus infeasible, USC Emergency Information, information at <http://emergency.usc.edu/>, will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

Support Systems

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. Hours are at <https://itp.usc.edu/current-students/open-lab-schedule/>. In addition, ITP has a laptop loaner program for students who may need temporary use of a laptop in order to complete an assignment.

Discrimination, sexual assault, and harassment are not tolerated by the university.

Student Counseling Services (SCS) - (213) 740-7711 – 24/7 on call
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.
<https://engemannshc.usc.edu/counseling/>

National Suicide Prevention Lifeline - 1-800-273-8255
Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. <http://www.suicidepreventionlifeline.org>

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-4900 - 24/7 on call
Free and confidential therapy services, workshops, and training for situations related to gender-based harm. <https://engemannshc.usc.edu/rsvp/>

Sexual Assault Resource Center

For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: <http://sarc.usc.edu/>

Office of Equity and Diversity (OED)/Title IX Compliance – (213) 740-5086
Works with faculty, staff, visitors, applicants, and students around issues of protected class.
<https://equity.usc.edu/>

Bias Assessment Response and Support
Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. <https://studentaffairs.usc.edu/bias-assessment-response-support/>

Student Support and Advocacy – (213) 821-4710
Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. <https://studentaffairs.usc.edu/ssa/>

Diversity at USC
Information on events, programs and training, the Diversity Task Force (including representatives for each school), chronology, participation, and various resources for students.
<https://diversity.usc.edu/>

USC Emergency Information
Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible, <http://emergency.usc.edu>

USC Department of Public Safety – 213-740-4321 (UPC) and 323-442-1000 (HSC) for 24-hour emergency assistance or to report a crime.
Provides overall safety to USC community. <http://dps.usc.edu>