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:


**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:

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<tr>
<td>Indiv assignments</td>
<td>20</td>
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<tr>
<td>Group assignments</td>
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<td>Participation</td>
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<td>Exams</td>
<td>25</td>
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<td>Final Project</td>
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(Attendance, group, in-class)

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/]

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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