

# Design for User Experience

ITP 310 (4 Units)

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## Course Description

This course provides a comprehensive overview of the user experience design process. Students learn the fundamental methods, concepts and techniques necessary to design useful, functional and delightful mobile and web products. The course focuses on both core theories and concepts as well as hands-on experience.

## Objectives

After completing this course, students will be able to:

- Conduct UX design research
- Formulate solutions to address problems and meet goals
- Understand how UX designers fit into product development teams
- Establish requirements for UX design concepts
- Work within a UX design team through the entire design cycle
- Produce UX documentation including wireframes, designs, prototypes, and user flows
- Evaluate UX designs
- Apply evaluation results to improve UX designs

## Prerequisites

None

## Lectures and Labs

See meeting time on USC Schedule of Classes

## Instructor

Chris Swain

Email: [cswain@usc.edu](mailto:cswain@usc.edu)

Office Hours: by appointment

## Website

blackboard.usc.edu

## Tools

Students are introduced to a number of the tools most used in the industry with a special emphasis on Figma.

## Textbooks

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.
- Eyal, Nir (2014). *Hooked: How to Build Habit-Forming Products*. Portfolio. ISBN-10 1591847788.

## 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	30%
Group Assignments	20%
Participation	15%
Exams	20%
Final Project	15%

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

95% and above	A
90% - 94%	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

## Policies

- The use of mobile devices or computers is not be permitted during the exams.
- No make-up exams will be offered.
- Late assignment submissions will be subject to a late penalty.
- All group members must participate in the group project presentation.
- No make-up project presentations will be offered.

## Course Outline

**Week 1** Overview of Course

**Week 1** UX Design 101

**Week 2** Design Thinking 1

**Week 2** Design Thinking 2

**Week 3** Problem Space vs Solution Space

**Week 3** Research 1: User Holds the Key

**Week 4** Research 2: Customer Development

**Week 4** User Feedback: Visual Value Proposition

**Week 5** Decision Making and Design Efficiency

**Week 5** Design Principles: UX Framework

**Week 6** Storytelling 1

**Week 6** Team Alignment

**Week 7** In-Class User Test

**Week 7** Storytelling 2

**Week 8** Exam 1

**Week 8** Wireframes 1 - Roadmap

**Week 9** Wireframes 2 – Principles of Information Architecture

**Week 9** Visual Design 1 - Color

**Week 10** Visual Design 2: Typography

**Week 10** Visual Design 3: Imagery

**Week 11** Methodologies 1: Critical Thinking

**Week 11** Methodologies 2: Lean and Agile

**Week 12** Usability Testing and Validation

**Week 12** Guest Speaker

**Week 13** Visual Design 3: UI Conventions

**Week 13** Rehearsals and Team Work Session 1

**Week 14** Rehearsals and Team Work Session 2

**Week 14** Guest Speaker

**Week 15** Student Presentations + How Not to Get a Job

**Week 15** Student Presentations + Future of UX

**Finals Week** Final Exam

## 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 not completed because of documented illness or other ‘emergency’ occurring after the twelfth week of the semester (or 12<sup>th</sup> week equivalency for any course scheduled for less than 15 weeks).”

## 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. If you need accommodations for an exam, the form needs to be given to the instructor at least two weeks before the exam.

DSP is located in STU 301 and is open from 8:30am to 5:00pm, Monday through Friday. Contact info: 213-740-0776 (Phone), 213-740-6948 (TDD only), 213-740-8216 (FAX), [ability@usc.edu](mailto:ability@usc.edu), [http://sait.usc.edu/academicsupport/centerprograms/dsp/home\\_index.html](http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html).

## Academic Conduct

Each student is expected to: be responsible for his/her own learning, to solve and write up his/her own solutions, and, to credit all sources of material and collaborators to the formulating of a solution. Plagiarism, the use and passing off of the ideas or work of another as one's own, will be severely punished; see USC's Academic Integrity Policy:

*You are expected to solve and write up your own homework, or you will be penalized for cheating. But you are encouraged to study and to work on assignments and homework together. This includes discussing solution strategies to be used on individual assignments. If you do study or work together on homework, be sure to credit your team of collaborators. However, all work submitted for the class is to be done individually.*

*All USC students are responsible for reading and following the Student Conduct Code. The USC Student Conduct Code prohibits plagiarism. Some examples of what is not allowed by the conduct code: copying all or part of someone else's work (by hand or by looking at others' files, either secretly or if shown), and submitting it as your own; giving another student in the class a copy of your assignment solution; consulting with another student during an exam. If you have questions about what is allowed, please discuss it with the instructor.*

*Students who violate University standards of academic integrity are subject to disciplinary sanctions, including failure in the course and suspension from the University. Since dishonesty in any form harms the individual, other students, and the University, policies on academic integrity will be strictly enforced. Violations of the Student Conduct Code will be filed with the Office of Student Conduct, and appropriate sanctions will be given.*

Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. 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/>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu/> or to the *Department of Public Safety* <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage [sarc@usc.edu](mailto:sarc@usc.edu) describes reporting options and other resources.

## Support Systems

A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* [http://sait.usc.edu/academicsupport/centerprograms/dsp/home\\_index.html](http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html) provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <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.