

Design for User Experience

ITP 310 (4 Units)



Course Description

This course provides a comprehensive overview of the user experience design process. **It is not a visual design class or 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

Mondays and Wednesdays 10:00A to 11:50A.

Instructors

Blessing Yen

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Office hours: By appointment

Teaching Assistants

Sophia Nguyen

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Office hours: Fridays 2pm - 4pm & By appointment

Brandon Sapalo
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Office hours: By appointment

Cathy Zhao
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Tools

Students will be using the current leading tools in the industry, Figma. We will be using Slack for all class communications, Zoom for class, and Google Drive and Figma for turning in assignments.

Recommended Preparation

- Sign up for a [personal Figma account](#).
- Upgrade your account to a [Figma Education account](#).
- Complete the [project interest survey](#) for choosing a team project.
- Watch these 3 introductory videos:
 - [What's Figma?](#)
 - [Figma tutorial: Setup account, teams, projects, and files](#)
 - [Figma tutorial: Get a tour of the Editor](#)

Optional Materials

This class covers a great deal of territory, so no single textbook can cover it all. The following textbooks provide some important background and are valuable 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 will have 4-5 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:

Individual assignments	25%	
Group assignments	25%	
Participation	20%	<i>(Attendance, team, in-class)</i>
Quizzes/Tests	15%	
Final Project	15%	

Assignments

Assignments will be posted in our class Slack Assignment channel with instructions for how they should be turned in. 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 TAs when posting late projects.

Course Notes

This class will be made up both individual and team assignments. Collaborative work is an integral key part of UX design. For a hands-on experience, there will be a semester-long group project assignment. Each group will have 4-5 members and will work on designing a new web or mobile product. It is imperative that students taking this course this semester take into consideration the time zones of their peers and teammates, and are able to make reasonable arrangements to be inclusive of all team members. At the end of the semester, each group will present their designs as the final presentation (in the final exam time slot).

As with real-world design teams, participation will be key in this class. Your participation grade will be made up the following: attendance, in-class participation (including partner work and class activities), and team participation. At the end of the semester, each team member will be asked to self-evaluate and evaluate the contributions of their team members, which will factor into the overall participation grade.

Policies

- To better facilitate collaboration, trust, and communication, there is a **camera-on policy** for this remote learning course. We understand that there might be certain home environments that might make this tricky, and encourage you to use virtual backgrounds and headsets to decrease privacy concerns. If you need further accommodations or have reasonable issues meeting a camera-on presence in class, please contact the instructor directly.
- All students are expected to attend live class sessions, irrespective of when it occurs in their time zones. Reasonable learning hours are defined as 7:00am to 10:00pm in the student's time zone. If the class falls outside of these hours, please contact the instructor directly for accommodations.
- All team members must participate in group assignments and the final project presentation.

- No make-up tests or presentations will be offered.
- All classes conducted online will be automatically recorded for asynchronous viewing with transcriptions, available to students in Blackboard. Students are not permitted to create their own class recordings without explicit permission. Appropriate use and handling of these recordings under existing [Campus policies](#).

Course Outline

Week 1 Design thinking

Week 2 Market & Design research

Week 3 Jobs to be done

Week 4 Personas

Week 5 User journeys

Week 6 Ideation

Week 7 Value propositions

Week 8 Information architecture

Week 9 Design principles

Week 10 Wireframes

Week 11 Visual design: Elements, type

Week 12 Visual design: Layout, systems

Week 13 Accessibility

Week 14 Prototypes and testing

Week 15 Future of design

Finals week: May 5-12 – Deliver final 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>