



# Fundamentals of User Research and Experience

USC School Cinematic Arts, CTIN 391

## INSTRUCTORS

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### Course Description:

The course integrates elements of user interface design and research. Upon completion successful students will be able to

- Apply design principles and tools to improve a user interface.
- Use the thinking out-loud technique to test prototypes of the interface and identifying user issues, documenting them, analyzing them and using that analysis to generate design recommendations.
- Create high fidelity prototypes and wireframes using tools such as Figma, Sketch, Adobe XD
- Understand the fundamental principles behind user product testing and deriving game insights.
- Analyze and document user experience testing and properly apply suggested changes to design.
- Define various user testing methods: their purpose, requirements, and applications
- Understand the MDA theory of games its relation to emotional design and its use in testing design intent for both behavior and evaluation
- Be able to communicate research findings effectively to design stakeholders.

### Meeting Information:

Thursdays 7:30-9:30

**Units: 2**

**Prerequisites: 488**

**Office Hours: Th 630 - 730 or by appointment**

WEEK	SESSION AGENDA	ASSIGNED	DUE	INSTRUCTOR
#1	Course Overview, Expectations & Schedule	Airplane Ticket Redesign		Zach Bohn Avimaan Syam
#2	Intro to UX & UI Components	Inventory Menu	Airplane Ticket Redesign	Zach Bohn
#3	Intro to Usability & RITE	RITE Practice		Avimaan Syam
#4	Shape Language	Shape Language	Inventory Menu	Zach Bohn
#5	Methods		RITE Practice	Avimaan Syam
#6	UX Design Pitch Presentations	Design Pitch	Shape Language	Zach Bohn
#7	Decisions with Data	RITE Tracking #1-3		Avimaan Syam
#8	Design Pitch	Clickable Prototype	Design Pitch Due	Zach Bohn
#9	Emotions in Research			Avimaan Syam
#10	Spring Break			
#11	Design Pitch	UX Design Final Assigned	Clickable Prototype, RITE #1	Zach Bohn
#12	Engineering for Experience			Avimaan Syam
#13	Workshop		UX Design Final Proposal Due, RITE #2	Zach Bohn
#14	AMA			Zach Bohn Avimaan Syam
#15	RITE Presentations		RITE #3, RITE Presentation	Avimaan Syam

**Missing an Assignment Deadline, Incompletes:**

The only acceptable excuses for missing an assignment deadline or taking an incomplete in the course are personal illness or a family emergency. Students must inform the professor before the assignment due date and present verifiable evidence in order for a make-up to be scheduled. Students who wish to take incompletes must also present documentation of the problem to the instructor or teaching assistant before final grades are due.

**Attendance Policy:**

Punctual attendance at all classes is mandatory. Students arriving late or leaving early will be marked absent from class. The class begins at 6:00, please plan to arrive 10 minutes early. The following guidelines are from the Interactive Media Division handbook regarding absences and grading and apply to all students.

Guidelines for absences affecting grading

- Two unexcused absences: lowers grade one full grade point
- Three unexcused absences: lowers grade two full grade points
- Four or more unexcused absences: request to withdraw from course (instructor's discretion)

Excused absences are:

- Illness (with a doctor's verification)
- Family or personal emergency (with verification)

**Note for 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 us as early in the semester as possible. DSP is located in STU 301, and is open 8:30am - 5:00pm Monday through Friday. The phone number for DSP is (213) 740-0776.

**Academic Integrity:**

The School of Cinematic Arts expects the highest standards of academic excellence and ethical performance from USC students. It is particularly important that you are aware of and avoid plagiarism, cheating on exams, submitting a paper to more than one instructor, or submitting a paper authored by anyone other than yourself. Violations of this policy will result in a failing grade and be reported to the Office of Student Judicial Affairs. If you have any doubts or questions about these policies, consult "SCAMPUS" and/or confer with the instructor.

**Assignments Breakdown**

Assignments are to be uploaded to their respective assignment container online. All assignments, with the exception of the final project, are due at or before the beginning of class at 7:00pm.

The final project will be due at the end of the final class. Students can use class time to work on their final project, but should use all other class time to follow along and participate in the many labs that will be conducted throughout the semester.

A total of 100 points are available this semester, broken down by project below:

<b>Assignment</b>	<b>Points</b>
Attendance	10
Airplane Ticket Redesign	5
Low Fidelity Inventory Menu	5
Low Fidelity Inventory Menu #2	5
Shape Language	5
Design Pitch	10
Clickable Prototype	5
Final User Experience Project	15
RITE Practice Test	5
RITE Iteration #1	5
RITE Iteration #2	10
RITE Iteration #3	10
RITE Presentation	10
<b>TOTAL</b>	<b>100</b>