Module Details				
Module Code:	COMP C8057			
Full Title:	User Experience (UX) APPROVED			
Valid From::	Semester 1 - 2019/20 (June 2019)			
Language of Instruction:	English			
Duration:	1 Semester			
Credits::	5			
Module Owner::	Derek Flood			
Departments:	Unknown			
Module Description:	Students completing this module will gain both theoretical understanding and practical application of user experience (UX) and user-centred design techniques, in the evaluation and enhancement of a variety of interactive applications, apps, digital products and services. By considering a wide range of users and needs the module will ingrain an emphasis on more universally accessible interactive technologies.			

Module Learning Outcome				
On successful completion of this module the learner will be able to:				
#	Module Learning Outcome Description			
MLO1	Appraise and defend UX principles and techniques from both a design and an evaluation perspective.			
MLO2	Examine user-centred design techniques in relation to specific usage scenarios and case studies.			
MLO3	Evaluate the usability and broad user experience of an existing interactive application or app, which provides or supports a digital product or service.			
MLO4	Recommend design changes likely to enhance both the broad user experience and universal design potential of a digital product or service.			
Des escuelates Les entres				

Pre-requisite learning

Module Recommendations This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).

No recommendations listed

Module Indicative Content						
Models of Interaction and UX essentials / Interaction framework and design contextualisation * Models of interaction * Core usability: user, task, system, environment * UX essentials: improving usability, accessibility, and pleasure provided in an interaction with a digital product or service						
Universal Design * Process of Universal Design: discover, define, develop, deliver * User profiling and user persona generation * Design diversity, accessibility and non-standard users						
Task Analysis techniques * Understanding the task domain and user expertise * Informal, semi-formal and formal task analysis techniques * Application of task models						
Design probes * Understanding and gathering information about people and their activities * User experience life-cycles * Design empathy * Cultural probes * Emotion and values in interaction design and evaluation						
UX and Usability Testing * User acceptance testing * Cognitive walk-throughs, heuristic and expert evaluation * User Exper-	erience (UX) and Usability evaluation and testing					
Module Assessment						
Assessment Breakdown	%					
Course Work	40.00%					
Final Examination	60.00%					
Module Special Regulation						

Assessments

Full Time On Campus								
Course Work								
Assessment Type	Continuous Assessment	% of Total Mark	40					
Marks Out Of	0	Pass Mark	0					
Timing	S1 Week 11	Learning Outcome	3,4					
Duration in minutes	0							
Assessment Description Students will be required to complete a reasonably substantial CA project, over the course of the module, supported in practical labs. This will involve the detailed evaluation of an existing interactive application (e.g. Website) or app which provides or supports a digital product or service. This will also involve the deployment of user profiling, task analysis and user testing and Universal Design principles. The assessments will be delivered incrementally in stages and include some degree of real-world and / or main project linkage. Group work and collaboration will also be encouraged.								
No Project								
No Practical								
Final Examination								
Assessment Type	Formal Exam	% of Total Mark	60					
Marks Out Of	0	Pass Mark	0					
Timing	End-of-Semester	Learning Outcome	1,2,3,4					
Duration in minutes	0							
Assessment Description End-of-Semester Final Examination. This will b	pe run in open book mode.							
Part Time On Campus								
Course Work								
Assessment Type	Continuous Assessment	% of Total Mark	40					
Marks Out Of	0	Pass Mark	0					
Timing	S1 Week 11	Learning Outcome	3,4					
Duration in minutes	0							
Assessment Description Students will be required to complete a reasonably substantial CA project, over the course of the module, supported in practical labs. This will involve the detailed evaluation of an existing interactive application (e.g. Website) or app which provides or supports a digital product or service. This will also involve the deployment of user profiling, task analysis and user testing and Universal Design principles. The assessments will be delivered incrementally in stages and include some degree of real-world and / or main project linkage. Group work and collaboration will also be encouraged.								
No Project								
No Practical								
Final Examination								
Assessment Type	Formal Exam	% of Total Mark	60					
Marks Out Of	0	Pass Mark	0					
Timing	End-of-Semester	Learning Outcome	1,2,3,4					
Duration in minutes	0							

Reassessment Requirement

Assessment Description End-of-Semester Final Examination. This will be run in open book mode.

A repeat examination Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.

Module Workload									
Workload: Full Time On Campus									
Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours				
Lecture	Contact	No Description	Every Week	2.00	2				
Practical	Contact	No Description	Every Week	1.00	1				
Independent Study	Non Contact	No Description	Every Week	3.00	3				
Directed Reading	Non Contact	No Description	Every Week	2.00	2				
				Total Weekly Learner Workload	8.00				
				Total Weekly Contact Hours	3.00				
Workload: Part Time On	Campus								
Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours				
Lecture	Contact	No Description	Every Week	2.00	2				
Practical	Contact	No Description	Every Week	1.00	1				
Independent Study	Non Contact	No Description	Every Week	3.00	3				
Directed Reading	Non Contact	No Description	Every Week	2.00	2				
				Total Weekly Learner Workload	8.00				
				Total Weekly Contact Hours	3.00				

Module Resources

Recommended Book Resources

Nick de Voil. (2019), User Experience Foundations, 1st. BCS, The Chartered Institute for IT, [ISBN: 1780173490].

Supplementary Book Resources

Jaime Levy. (2015), UX Strategy: How to Devise Innovative Digital Products that People Want, 1st. O'Reilly Media, p.312, [ISBN: 978-144937286]. Emrah Yayici. (2014), UX Design and Usability Mentor Book: With Best Practice Business Analysis and User Interface Design Tips and Techniques, EMRAH YAYICI, [ISBN: 978-605860372]. Jeff Gothelf and Josh Seiden. (2013), Lean UX: Applying Lean Principles to Improve User Experience, 1st. O'Reilly Media, p.152, [ISBN: 978-144931165]. Donald A. Norman. (2009), The Design of Future Things, Basic Books, [ISBN: 978-0465002283]. This module does not have any article/paper resources Other Resources

Website, Norman-Neilson Group: UX / Usability / HCI,

http://www.nngroup.com

Website, Usability and UX Evaluation and Testing Resources, http://www.usabilitysciences.com

Website, Universal Design & UX, www.universaldesign.ie.

Website, UX Matters - Insights and inspiration for the UX Community,

http://www.uxmatters.com

Website, UX Myths (collects the most frequent user experience misconceptions and explains why they don't hold true),

http://www.uxmyths.com

Website, On-line Book: Task-centered User Interface Design is an online shareware book., http://www.hcibib.org/tcuid

Website, HCI, Usability & Human Factors Design, http://www.hcibib.org