MODULE DESCRIPTOR

UX01 UX Concepts & Research

Learning hours: 30

Aim

To introduce the principles of user experience design, define functional specifications and develop a design brief that balances business objectives and user requirements.

Learning outcomes

Students will be able to:

- Demonstrate broad knowledge of a range of UX design principles. (1 credit)
- Select and apply a range of functional specifications in a design brief considering business objectives and user requirements. (2 credits)

Content

- UX Concepts and Elements
- A brief history of UX design – key examples
- Goals of UX design
- The role of the UX Designer
- Principles of UX design
- Design process
- Business goals and user requirements
- User research
- Creating personas
- Information architecture
- User stories and journey maps
- Developing a design brief
- Functional specifications / technical requirements

Resource materials

Example cases and/or case studies, practical activities will be provided. Free cloud-based tools will be used, examples may include, but are not limited to: Figma for prototyping and Balsamiq for wireframing.

Assessment

Learning Outcomes Assessed

1-3

UX01 UX Concepts & Research

UX02 Design, Prototype & Test

Learning hours: 40

Aim

To introduce processes and techniques for developing UX design solutions. To introduce prototyping tools and techniques. To provide experience in usability testing, analysis and reporting.

Learning outcomes

Students will be able to:

- Select and apply a range of design principles and interactive techniques in developing a solution to a UX design brief. (2 credits).
- Demonstrate knowledge of prototyping, usability testing, analysis, and reporting. (2 credits).

Content

- Principles of visual design for screen
- Idea generation, technical requirements for a new design
- Paper prototype
- Screen and interface design
- Navigation/Functional design
- UI patterns
- Interaction design
- Paper prototypes
- Digital prototypes
- Usability testing (Contextual inquiry, Usability Heuristics)
- Iterative design process
- Moderating test results
- Analysing results data

Resource materials

Example cases and/or case studies, practical activities will be provided. Free cloud-based tools will be used, examples may include, but are not limited to: Figma for prototyping and Balsamiq for wireframing.

Assessment

Learning Outcomes Assessed

1-4