



# CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Fall 2023	COURSE NO: IXD 102	
INSTRUCTOR:	COURSE TITLE: User Experience I	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

## COURSE FORMAT

Three hours of class time, plus an additional hour delivered through online or other activities for a 15-week semester. May be offered in an online or mixed-mode format.

## COURSE PREREQUISITES/CO-REQUISITES

None

## CALENDAR DESCRIPTION

In this course, students will learn the basics of user experience (UX) and UX research and put these to use exploring a variety of projects. Using insight tools such as personas and wireframes, students will learn a collaborative approach to working in this dynamic field.

## REQUIRED TEXTS AND/OR RESOURCES

Details on *recommended* texts and readings, if any, will be supplied by the instructor.

## COURSE STUDENT LEARNING OUTCOMES

**On successful completion of this course, students will be able to do the following:**

- Define human-centred design.
- Describe a lean user experience design process.
- Apply user experience research methods.
- Construct a variety of user experience insight tools, information architectures and design artifacts.
- Explain user experience validation methods.
- Discuss mental models and UX principles gained from psychology.
- Illustrate effective team-based collaboration.

## COURSE CONTENT

Students should expect to spend at least 4 hours/per week (outside of class time) on course readings, collaborative projects, or assignments.

Week	Topic
1	Program Orientation
2	Introduction to User Experience: Human-centred Design and Design Thinking
3	Psychology of Persuasive Design
4	Elements of UX: What is Good, Bad, Dark UX
5	Designing for Inclusivity and Accessibility
6	User Experience Strategy
7	User Research Methods and Key Insights: Interview, surveys
8	Design Principles and Recommendations
9	Content Strategy and Information Architecture: Sitemap, flow charts, journey, card sort
10	Insight Tools I: User Journeys and User Flows (empathy map and jobs to be done, use case, UX storyboards)
11	Insight Tools II: Wireframes, Lo-fi Prototyping
12	User Testing and Post-launch Evaluations: usability test, review metrics
13	Alternative UX platforms: AR, VR and voice
14	User Experience: Bringing it all together
15	Review

## EVALUATION PROFILE

Assessment	% of Final Grade
Participation & Professionalism	10%
Assignments	50%-90%
Quizzes/Midterm	0%-40%
Total	100%

\*This course consists of several smaller assignments. No one assignment will be valued at more than 30% of the final grade.

### Participation

Students will be evaluated on the frequency and relevance of their comments, questions, observations and discussions of weekly course content; on their active engagement in in-class assignments; on their completion of required lab hours (if any) and on their work-in-progress, at 1% per class or to a maximum of 10% of the course grade.

## GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

### Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

### Late Assignments

If a course contains assignments, 20% will be deducted from the assignment grade for each period of 1 to 7 days that an assignment is late.

### Missed Exams/Quizzes/Labs etc.

Missed exams, quizzes and tests (if any) will be assigned a grade of zero. Make-up exams, quizzes and tests are generally given only in medical emergencies or severe personal crises, at the discretion of the instructor.

### Attendance

Students are expected to attend all classes and associated activities. Students who are absent for more than three classes without the permission of the course instructor will fail the course. Students must inform the instructor and program assistant if a class will be missed.

### English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

### Electronic Devices

Students may use electronic devices during class for course-related purposes only.

### On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or MS Teams; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

## UNIVERSITY OPERATIONAL DETAILS

### Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

**Capilano University Security: download the [CapU Mobile Safety App](#)**

### **Policy Statement (S2009-06)**

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

### **Academic Integrity (S2017-05)**

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

**Academic dishonesty** is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

**Cheating:** Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

**Fraud:** Creation or use of falsified documents.

**Misuse or misrepresentation of sources:** Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

**Plagiarism:** Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

**Self-Plagiarism:** Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

**Prohibited Conduct:** The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

### **Sexual Violence and Misconduct**

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

**Emergencies:** Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

## **DEPARTMENT OR PROGRAM OPERATIONAL DETAILS**

### **Method of Delivery**

Courses may be offered in a hybrid format. A schedule of on-campus and online sessions will be posted on the course syllabus. Students are expected to attend and participate in all synchronous sessions.

### **Punctuality/Penalties for Lateness**

Punctuality is essential. Students more than 15 minutes late for class, or students who leave early without instructor permission, risk being marked absent.

**Professional Behaviour**

Students should demonstrate a professional attitude and behaviour towards their work, their fellow students and their instructors. Reliability, a willingness to work cooperatively under sometimes difficult conditions, and a determination to achieve quality work to deadlines are all expected. Students must respect equipment and procedures and should be receptive to constructive criticism of their work.

**Required Technology for Remote Learning**

To participate in this course, you will need to have access to a laptop or computer with a reliable internet connection, speaker, microphone and webcam. All Interaction Design students are expected to use their university-issued MacBook Pro. Please download the MS Teams and Zoom apps to your laptop.

IDEA School of Design courses require a dedicated Microsoft Teams classroom. Course teams will be set up by instructors and enrolment is by invitation from the instructor. Assignments and most course content will be accessible via MS Teams; some course content may be delivered in the classroom only.

**Class Recordings**

Portions of in-person or online classes may be recorded by the instructor for educational purposes. These recordings will be shared only with students enrolled in the course. Recordings may not be reproduced, shared with those not registered in the class, or uploaded to any online environment. If an instructor plans any uses for the recordings beyond their class, students identifiable in the recordings must/shall be notified to request their consent prior to such use.

**Expectations of Instructors**

- To be available during office hours to support your learning.
- To be responsive to your feedback about the course.

**Expectations of Students**

- To attend in-class and online sessions with necessary materials and equipment.
- To be attentive and engaged during in-class and online sessions and come prepared for class discussions.
- When online remember that you are talking to a person, not a device. Interact respectfully with peers.
- When online mute your microphone when not speaking.
- To ask questions and seek help when appropriate.
- To use good spelling and grammar in email, online posts and Teams Chat, and to speak using respectful language.
- To respect the privacy of others (recordings, photographs or screen shots without permission are not appropriate).