

**Fall 2017**

INF 350C - Designing Rich User  
Experiences

Unique: 28154

Room: UTA 1.502

Mon 3:00pm - 6:00pm

**Instructor**

Eric Nordquist

eric.nordquist@ischool.utexas.edu

**Office Hours:**

UTA 5.426

By appointment

**TA**

Elizabeth Fletcher

ta\_pool@ischool.utexas.edu

**Course Description**

Successfully delivering a product in today's market requires more than just an innovative set of features or functionality. Customers expect products to be user friendly, appealing, and seamlessly fit in to the way they currently go about their lives. In this course, we'll discuss methods from Psychology, Anthropology, Business, and more that have been adapted to fit in to a company's product development lifecycle. The underlying process will follow a user-centered design approach conducting research to identify customer's needs, learn about Lean methods and create an MVP, create prototypes to test our MVP, and learn supporting theories along the way.

**The class will cover three major areas:**

1. User-Centered Design
2. Lean User Research
3. Introduction to design tools such as Sketch and InVision

**Objectives:**

The student successfully completing this class will:

- have a working understanding of how companies bring products to market
- understand the key phases of a user-centered design process
- learn the value of a data-driven approach to user research and how a focus on ROI can help you be successful in a business environment

**Class Format:**

This is a hands-on, project focused course, so attendance and participation in class are critical to individual success in this course and to the success of the course. You need to come to class prepared to participate in small group and full class discussions and project work, to complete all required readings prior to class, and to submit assignments on time.

The first half of each class meeting will involve group discussions over the readings as well as full class discussions and/or lecture. The second half of each class will be reserved for group project work starting with class #2.

Prior to each class, you will submit a discussion question in Canvas based on that week's readings. I will select discussion questions for us to discuss. First, the authors of the selected questions will read their discussion questions to the class. Next, you will work in small groups to discuss each question (group assignments will change each week). Finally, we will share insights from group discussions with the class.

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## Grades:

### *Class Attendance and Participation (20%)*

Your attendance and class participation grade will be calculated by multiplying the numerical assessment of your class participation by the percentage of classes that you attend (with exceptions made for documented, university-recognized absences as noted above). Regular attendance and active participation in each class session are critical for receiving a good grade in this course. For example, if you actively participate in each class meeting, you will receive a full letter grade higher than if you were to skip half of the classes or to be half-awake for all of the classes.

### *Discussion Questions (20%)*

Each week, you will post a discussion question that addresses a theme that spans all readings for the week. To receive full credit, you must explicitly refer to and synthesize all readings for the given week. Connecting with earlier weeks is strongly encouraged when appropriate, however please do make sure to still discuss each of the readings for the current week as well. Prior to coming to class, you should examine your colleagues' questions and be prepared to discuss them in class. You will be graded on your ability to refer to and synthesize all readings and to provide an insightful perspective on the readings through your intellectual curiosity. **Discussion questions are due by Friday at noon.**

### *Group Participation (10%)*

One of the most important skills necessary to be successful in a business environment is the ability to work well with others in cross-disciplined groups. Each of your team members will assess your contributions to the group and the average of these assessments will be used in the calculation of your final grade.

### *Final Project (50%)*

Throughout the course you will be conducting various steps of a user-centered design process that will culminate into a final project. There will be various check-ins and due dates for each step throughout the semester. The final project will be graded by the following:

- 60% - Ability to demonstrate knowledge of the topics covered throughout the course and how it was applied to your project
- 20% - Delivered on schedule
- 20% - Deliverable is of the quality expected in a corporate environment

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**Textbook:**

(Use code 'profnordy' for 20% off)

Sharon, T. (2016). Validating product ideas: through lean user research. New York: Rosenfeld Media. ISBN: 9781933820293

**Other Readings:**

These will be supplied in Canvas ahead of our class meeting.

**Misc**

- Policy on Academic Integrity - Students who violate University rules on academic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on academic dishonesty will be strictly enforced. For further information, please visit the Student Conduct and Academic Integrity website at: <http://deanofstudents.utexas.edu/conduct>.

- Any student with a documented disability (physical or cognitive) who requires academic accommodations should contact the Services for Students with Disabilities area of the Office of the Dean of Students at 471-6259 (voice) or 471-4641 (TTY for users who are deaf or hard of hearing) as soon as possible to request an official letter outlining authorized accommodations.

- Religious Holy Days - Religious holy days sometimes conflict with class and examination schedules. Sections 51.911 and 51.925 of the Texas Education Code address absences by students and instructors for religious holy days. Section 51.911 states that a student shall be excused from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. University policy required students to notify each of their instructors as far in advance of the absence as possible so that arrangements can be made. Section 51.925 prohibits the university from discriminating against or penalizing an instructor who is absent from class for the observance of a religious holy day. Proper notice must be given to the department chair. Prior to the begin of classes each semester, the instructor must provide the department chair a list of classes that will be missed due to observance of a religious holy day. The list must be personally delivered, acknowledged and dated by the chair, or sent via certified mail, return receipt requested. Consistent with regular university policy, the instructor is responsible for finding a qualified substitute UT Austin instructor for any missed class(es).

Schedule:

CLASS	DATE	TOPICS	COME PREPARED TO DISCUSS
1	9/4	NO CLASS - LABOR DAY	
2	9/11	<ul style="list-style-type: none"> <li>- Syllabus/Canvas Review</li> <li>- Lecture: Product Development Lifecycle (Waterfall vs Agile, Roles, Responsibilities)</li> <li>- Go over criteria for 'Infomercial' Pitches</li> </ul>	
3	9/18	<ul style="list-style-type: none"> <li>- Pain Point 'Infomercial' Pitch</li> <li>- Voting</li> <li>- Google Video</li> <li>- Group Introductions and Logistics</li> </ul>	Reading question in by 9/15 Present Pain Point Sharon - Intro & Ch. 1 Haque 'Lean' article pg 1-31
4	9/25	<ul style="list-style-type: none"> <li>- Group question discussion</li> <li>- Lecture - Personas</li> <li>- Group's Create BS Persona</li> </ul>	Reading question in by 9/22 Sharon - Ch. 2 3 Persona Articles
5	10/2	<ul style="list-style-type: none"> <li>- Group question discussion</li> <li>- Lecture - Interviewing Techniques</li> <li>- Present BS Personas</li> <li>- Group's Work on One-Page Plan for Personas</li> </ul>	Reading question in by 9/29 Machines and Mindlessness One-Page Plan due by 9/29
6	10/9	<ul style="list-style-type: none"> <li>- Critique One-Page Plan</li> <li>- Group question discussion</li> <li>- Lecture - Field Study, Ethnography, Journey Mapping</li> </ul>	Reading question in by 10/6 Sharon - Ch. 3 Survey Article Journey Map Article
7	10/16	<ul style="list-style-type: none"> <li>- Group question discussion</li> <li>- Lecture - Diary Study, Prototype</li> </ul>	Reading question in by 10/13 Sharon - Ch. 4 Diary Study Article (be thinking about your prototype)
8	10/23	<ul style="list-style-type: none"> <li>- Group question discussion</li> <li>- Lecture - MVP, Prototyping Tools</li> <li>- Group Work on Prototype</li> </ul>	Reading question in by 10/20 Sharon - Ch. 5 MVP Article
9	10/30	<ul style="list-style-type: none"> <li>- Group Work on Prototype</li> <li>- Design Tutorials</li> </ul>	

Schedule:

CLASS	DATE	TOPICS	COME PREPARED TO DISCUSS
10	11/6	- Group Work on Prototype - Design Tutorials	Prototype Due 11/10
11	11/13	- Group question discussion - Lecture - Testing Methods, SUS, Test Plan/Script - Group Work on Test Plan	Reading question in by 11/10 Sharon - Ch. 6 Guerrilla Usability and Online Research Tools Articles
12	11/20	- Group question discussion - Lecture - A/B, Tree, Lostness, Reporting - Group Work on Test Plan	Reading question in by 11/17 Sharon - Ch. 7 and 8 4 Articles
13	11/27	- Group Work on Test Plan - Data Collection, Google Forms, Coding	Test Plan Due 12/1
14	12/4	- Run Usability Test	
15	12/11	- Analyze Data / Report Creation	