

Fall 2019

INF 385T - Rapid Prototyping &
Lean UX Methodologies

Unique: 27300

Room: UTA 1.204

Tue 6:00pm - 9:00pm

Instructor

Eric Nordquist

eric.nordquist@ischool.utexas.edu

Office Hours:

UTA 5.426

By appointment

TA

Jin Gao

jin.gao@utexas.edu

Course Description

With the success of software delivery methods such as Agile, design teams have had to adapt how they work within software delivery teams as the traditional design cycles are not well suited for rapid iteration. With the popularity over the last few years around Lean UX continuing to build as well as other variations (Design Sprints, Rapid Customer Feedback, MVP, etc.) it is advantageous for designers to get up-to-speed on these methodologies to further enable their skillsets.

The class will cover three major areas:

1. introduction to basic design concepts such as composition, color theory, interactions
2. the Lean UX methodology, history, predecessor, pros/cons, and adaptations on Lean UX and case studies from companies such as Google
3. the application of rapid prototyping using the latest design tools and methods

Objectives:

The student successfully completing this class will:

- understand the benefits, drawback, history, and application of lean methodologies
- have experience implementing multiple projects using the techniques learned
- gain real-world experience with outside 'clients' to help build their confidence and portfolio with actual industry experience

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.

Prior to most class meetings, you will submit a weekly design challenge in Canvas based on that week's topic. We will start each class with a group critique of the designs for that week pulling from your submissions.

This semester will focus on one project for the semester that will result in a complete portfolio piece.

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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.

Design Challenges (40%)

Most weeks, you will submit a design challenge in Canvas.

Each of you will be assigned a week where you will come up with the design challenge for that week and present the design problem to the class. You should draw on problems you experienced during your internships, at work, or an issue you've seen in your daily interactions with artifacts in the world. Your problem should be concise enough that a couple concepts could be created in 4-5 hours and typically 2-3 screens. You will not be required to submit your own designs for the week where you are the creator of the challenge.

Your weekly design challenges will be completed using the design tool of your choosing. Typically this will be Sketch or Figma, but some of you that are more advanced may choose a different tool (Torch, Proto.io, or FramerX). To receive full credit, your weekly submission must be a minimum of two concept designs that address the main problem presented as well as a brief (1-2 paragraph) explanation of how your concept is a viable solution. Your concepts are due by Monday by 9am via Canvas and should be an exported PDF containing your concepts and explanation in a concise presentation.

That week's 'student organizer' will then review the submissions and come to class prepared to present a ranked top 5 list that they find the most compelling (for whatever reason they choose).

I'll keep score over the course of the semester and the person with the most top 5 appearances will get....something :)

Course Project (40%)

The overall course project will be graded on 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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Textbooks:

Olsen, D. (2015). The lean product playbook how to innovate with minimum viable products and rapid customer feedback. Hoboken, NJ: John Wiley & Sons, Inc. ISBN: 978-1118960875

Knapp, J., Zeratsky, J., & Kowitz, B. (2016). Sprint how to solve big problems and test new ideas in just five days. New York: Simon & Schuster. ISBN: 978-1501121746

Optional:

Patton, J. (2014). User Story Mapping Building Better Products using Agile Software Design. Sebastopol: O'Reilly & Associates. ISBN: 1491904909

Sharp, H., Rogers, Y., & Preece, J. (2019). Interaction design: Beyond human-computer interaction. Indianapolis, IN: Wiley. ISBN: 1119547253

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



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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	9/3	<ul style="list-style-type: none"> - Introductions/Syllabus/Canvas Review <i>Design Theory:</i> - Composition & Gestalt Principles <i>Practice:</i> - Skethc/Figma/Axure Intro, Lo-fi Kits - Present Weekly Design Challenge #1 	<ul style="list-style-type: none"> - Articles 1, 2, 3, and 4
2	9/10	<ul style="list-style-type: none"> <i>Practice:</i> - Mood Boards, Comp Analy, Design Inspirations - Story Mapping, Scenarios - Present Weekly Design Challenge #2 - Group Exercise - Create Story Map for DC #2 	<ul style="list-style-type: none"> - Knapp (Set the Stage, Monday) - Making Use (Ch. 3) - Articles 5, 10, 11
3	9/17	<ul style="list-style-type: none"> <i>Practice:</i> - Present Group Story Maps - Sketching - Present Weekly Design Challenge #3 - Class Exercise - Crazy 8's DC #3 	<ul style="list-style-type: none"> - Knapp (Tuesday) - Olsen Ch. 1 & Ch. 2 - Article 13 <p>Design Patterns (skim & reference):</p> <ul style="list-style-type: none"> - Articles 6, 7, 8, 9, 12
4	9/24	<ul style="list-style-type: none"> <i>Project:</i> - Client Kickoff - Provost's Office <i>Practice:</i> - Present Weekly Design Challenge #4 	<ul style="list-style-type: none"> - Knapp (Wednesday) - Olsen Ch. 3 & Ch. 4
5	10/1	<ul style="list-style-type: none"> <i>Project:</i> - Group Ideate (Users, Map, HMW, Story Map) <i>Practice:</i> - Present Weekly Design Challenge #5 	
6	10/8	<ul style="list-style-type: none"> <i>Project:</i> - Cont'd Group Ideation - Group Work - Begin Sketch (Crazy 8's, etc.) <i>Practice:</i> - Present Weekly Design Challenge #6 	<ul style="list-style-type: none"> - Olsen Ch. 5 & Ch. 6 - Designing for the iPhone Ch. 6 - Articles 14 & 15 <p><i>Lo-Fi Due 10/21</i></p>
7	10/15	<ul style="list-style-type: none"> <i>Project:</i> - Cont'd Sketch work <i>Practice:</i> - Prototyping - Present Weekly Design Challenge #7 	<ul style="list-style-type: none"> - Knapp (Thursday) - Olsen Ch. 7 & Ch. 8 - Articles 16, and QOC - https://www.axure.com/support/video-courses

Schedule:

CLASS	DATE	TOPICS	COME PREPARED TO DISCUSS
8	10/22	<i>Project:</i> - Begin Prototypes <i>Practice:</i> - Color Theory, Hi-Fidelity - Present Weekly Design Challenge #8	- Knapp (Friday) - Olsen Ch. 9 & Ch. 10 - Articles 17, 18, & 19 <i>Prototypes Due 11/4</i>
9	10/29	<i>Project:</i> - Cont'd Prototypes - Group Work - Develop Test Plans <i>Practice:</i> - Present Weekly Design Challenge #9	- Olsen Ch. 11 & Ch. 12 <i>Test Plans Due 11/4</i>
10	11/5	<i>Project:</i> - Conduct User Testing <i>Practice:</i> - Present Weekly Design Challenge #10	- Olsen Ch. 13 & Ch. 14
11	11/12	<i>Project:</i> - Iterate Mockups - Develop Hi-Fidelity	<i>Draft Presentations Due 11/25</i>
11/19		No Class - Thanksgiving Break	
13	11/26	<i>Project:</i> - Develop Hi-Fidelity - Develop Presentation	Presentations due in Canvas by 12/2
14	12/3	Project Presentations	

Reading List

- Article 1 - <https://www.figma.com/resources/learn-design/>
- Article 2 - <https://www.canva.com/learn/visual-design-composition/>
- Article 3 - <https://www.toptal.com/designers/ui/principles-of-design>
- Article 4 - <https://uxdesign.cc/the-fundamentals-behind-visual-hierarchy-4323c85fb186>
- Article 5 - http://www.jpattonassociates.com/wp-content/uploads/2015/03/story_mapping.pdf
- Article 6 - <http://designinginterfaces.com/patterns/>
- Article 7 - <http://designinginterfaces.com/firstedition/index.php?page=Wizard>
- Article 8 - <https://material.io/design/>
- Article 9 - <https://developer.apple.com/design/human-interface-guidelines/ios/overview/themes/>
- Article 10 - <https://www.invisionapp.com/inside-design/mood-board-examples/>
- Article 11 - <https://developer.apple.com/design/human-interface-guidelines/ios/overview/themes/>
- Article 12 - <https://iosdesignkit.io/>
- Article 13 - https://issuu.com/marbaque/docs/sketching_user_experiences_-_bill_b (Pg. 105 - 113)
- Article 14 - <https://tubikstudio.com/typography-in-ui-guide-for-beginners/>
- Article 15 - <https://www.userzoom.com/blog/ux-guide-to-typography/>
- Article 16 - <http://fpl.cs.depaul.edu/jriely/360/extras/prototyping-for-tiny-fingers.pdf>
- Article 17 - <https://www.toptal.com/designers/ux/color-in-ux>
- Article 18 - <https://www.usertesting.com/blog/color-ux-conversion-rates/>
- Article 19 - https://files.design/blog/10-prototyping-tools?mc_cid=d23a11a133&mc_eid=f2a2efcb6c