



Fall 2018

INF 385T - Rapid Prototyping &
Lean UX Methodologies

Unique: 27785

Room: UTA 1.204

Mon 12:00 - 3:00pm

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. the Lean UX methodology, history, predecessor, pros/cons
2. adaptations on Lean UX and case studies from companies such as Google
3. the application of lean methodologies using the latest prototyping design tools

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 reading summary in Canvas based on that week's readings. We will start each class with a group discussion of the readings 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.



Fall 2018

INF 385T - Rapid Prototyping &
Lean UX Methodologies

Unique: 27785

Room: UTA 1.204

Mon 12:00 - 3:00pm

Instructor

Eric Nordquist

eric.nordquist@ischool.utexas.edu

Office Hours:

UTA 5.426

By appointment

TA

Jin Gao

Jin.gao@utexas.edu

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.

Reading Summaries (30%)

Most weeks, you will submit a reading summary in Canvas 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. A good rule of thumb is 1-2 paragraphs per chapter assigned, so a high-level, concise summary demonstrating you comprehended the key takeaways. 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. 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.

Course Project (50%)

The projects 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



Fall 2018

INF 385T - Rapid Prototyping &
Lean UX Methodologies
Unique: 27785
Room: UTA 1.204
Mon 12:00 - 3:00pm

Instructor

Eric Nordquist
eric.nordquist@ischool.utexas.edu

Office Hours:

UTA 5.426
By appointment

TA

Jin Gao
jin.gao@utexas.edu

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

Other Readings (I'll provide):

Design Funnel

The Building Blocks of Visual Hierarchy

Pixel Perfect Precision

How to Be Creative

Recommended (for those who are already advanced at Sketch):

Head, V. (2016). Designing interface animation: Meaningful motion for user experience. Brooklyn, NY: Rosenfeld Media.

Polaine, A., Lovlie, L., & Reason, B. (2013). Service Design: From Insight to Implementation. New York: Rosenfeld Media.

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. Other awesome resources are available on their website: <http://diversity.utexas.edu/disability/>



Fall 2018

INF 385T - Rapid Prototyping &
Lean UX Methodologies
Unique: 27785
Room: UTA 1.204
Mon 12:00 - 3:00pm

Instructor

Eric Nordquist
eric.nordquist@ischool.utexas.edu

Office Hours:

UTA 5.426
By appointment

TA

Jin Gao
Jin.gao@utexas.edu

- 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
	9/3	NO CLASS - LABOR DAY	
1	9/10	<ul style="list-style-type: none"> - Syllabus/Canvas Review - How to Be Creative - Sketch/Figma Intro 	Sketch or Figma video tutorials How to Be Creative (All of it)
2	9/17	<ul style="list-style-type: none"> - Review Readings - Sketch/Figma Exercises - Design Systems 	Reading summaries in by 9/14 Design Funnel (All of it) The Building Blocks of Visual Hierarchy (All of it)
3	9/24	<ul style="list-style-type: none"> - Review Readings - Sketch/Figma Exercises - Prototyping (Sketch, Figma, InVision) 	Reading summaries in by 9/21 Pixel Perfect Precision (All of It)
4	10/1	<ul style="list-style-type: none"> - Olsen and Knapp - Client Kickoff / Stakeholder Interviews - Competitive Evaluations 	Reading summaries in by 9/28 Olsen - Ch. 1 and 2 Knapp - Setting the Stage, Monday
5	10/8	<ul style="list-style-type: none"> - Client Kickoff - Scenario Generation - Contextual Inquiry???? 	Reading summaries in by 10/5 Knapp - Ch. Tuesday and Wednesday
6	10/15	<ul style="list-style-type: none"> - Olsen and Knapp - Wireframes (pencil, lo-fi, hi-fi, symbols) - Check-in Competitive Evaluation, Scenarios 	Reading summaries in by 10/12 Olsen - Ch. 3 and 4
7	10/22	<ul style="list-style-type: none"> - Olsen and Knapp - High Fidelity, Mood boards, etc. - Check-in Wireframes 	Reading summaries in by 10/19 Olsen - Ch. 5 and 6 Knapp - Ch. Thursday and Friday (done)
8	10/29	<ul style="list-style-type: none"> - Olsen - Animations Intro - Principle - Check-in Wireframes 	Reading summaries in by 10/26 Olsen - Ch. 7 and 8
9	11/5	<ul style="list-style-type: none"> - Olsen - Test Plan / Script, Google Forms, Data Collection and Coding - Lecture - Prototype Check-in 	Reading summaries in by 11/2 Olsen - Ch. 9 and 10 (done)

Schedule:

CLASS	DATE	TOPICS	COME PREPARED TO DISCUSS
10	11/12	<ul style="list-style-type: none"> - Animations - RITE testing and Reporting Lecture - User Testing this week 	Optional - Animations / Service Design
11	11/19	<ul style="list-style-type: none"> - Animations - Check-in on data analysis 	Optional - Animations / Service Design
12	11/26	<ul style="list-style-type: none"> - After Effects - Check-in on Hi Fidelity 	Optional - Animations / Service Design
13	12/3	<ul style="list-style-type: none"> - Check-in Hi Fidelity and Report 	Optional - Animations / Service Design
14	12/10	Project Presentations	Presentations due in Canvas by 12/8