

**Fall 2017**

INF 385T - Rapid Prototyping &  
Lean UX Methodologies  
Unique: 28325  
Room: UTA 1.204  
Mon 12:00pm - 3:00pm

**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**

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, predecessors, 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.

The course has been designed with a rapid pace to ensure you get as many portfolio pieces as possible. There will be three projects throughout the course that will be completed with varying 'clients' to give the student a vast amount of exposure to different client needs.

Prior to most class meetings, 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 (10%)*

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.

### *Project 1 - School of Architecture (20%)*

### *Project 2 - TBD (20%)*

### *Project 3 - TBD (20%)*

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

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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

**Other Readings:**

The SnapTax Story: An Example of Disciplined Process of Innovation.  
<https://vebimo.wordpress.com/2015/06/16/the-snaptax-story-an-example-of-disciplined-process-of-innovation/>

RITE+Krug: A combination of Usability Test Methods for Agile Design.  
[http://uxpajournal.org/wp-content/uploads/pdf/JUS\\_McGinn\\_May\\_2013.pdf](http://uxpajournal.org/wp-content/uploads/pdf/JUS_McGinn_May_2013.pdf)

**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	9/4	NO CLASS - LABOR DAY	
2	9/11	<ul style="list-style-type: none"> <li>- Syllabus/Canvas Review</li> <li>- Review School Of Architecture Research Presentations</li> <li>- Students Presentation / Ideation Session</li> </ul>	Present your research to class
3	9/18	<ul style="list-style-type: none"> <li>- Group question discussion</li> <li>- Lecture</li> <li>- School of Architecture Project Work</li> </ul>	Reading question in by 9/15 Knapp - Ch. Setting the Stage, and Monday
4	9/25	<ul style="list-style-type: none"> <li>- Group question discussion</li> <li>- Lecture</li> <li>- School of Architecture Project</li> </ul>	Reading question in by 9/22 Knapp - Ch. Tuesday Concept due in Canvas 9/28 midnight
5	10/2	<ul style="list-style-type: none"> <li>- Group question discussion</li> <li>- Lecture</li> <li>- School of Architecture Project</li> </ul>	Reading question in by 9/29 Knapp - Ch. Wednesday
6	10/9	<ul style="list-style-type: none"> <li>- Group question discussion</li> <li>- Lecture</li> <li>- School of Architecture Project</li> </ul>	Reading question in by 10/6 Knapp - Ch. Thursday
7	10/16	<ul style="list-style-type: none"> <li>- Group question discussion</li> <li>- Lecture</li> <li>- School of Architecture Project</li> </ul>	Reading question in by 10/13 Knapp - Ch. Friday Project Ver 1 due in Canvas 10/13
8	10/23	<ul style="list-style-type: none"> <li>- Group question discussion</li> <li>- Lecture</li> <li>- School of Architecture Project</li> </ul>	Reading question in by 10/20 Olsen - Ch. 1, and 2 Journal Article - SnapTax story
9	10/30	<ul style="list-style-type: none"> <li>- Group question discussion</li> <li>- Lecture</li> <li>- School of Architecture Project Final Presentations</li> </ul>	Reading question in by 10/27 Olsen - Ch. 3, and 4 Project Presentation due in Canvas 10/29



Schedule:

CLASS	DATE	TOPICS	COME PREPARED TO DISCUSS
10	11/6	- Group question discussion - Lecture - Project 2 Kickoff	Reading question in by 11/3 Olsen - Ch. 5, and 6
11	11/13	- Group question discussion - Lecture - Project 2 Working Session	Reading question in by 11/10 Olsen - Ch. 7, and 8
12	11/20	- Group question discussion - Lecture - Project 2 Working Session	Reading question in by 11/17 Olsen - Ch. 9, and 10
13	11/27	- Project 2 Client Presentation - Project 3 - Project Kickoff	Project Presentation due in Canvas 11/24
14	12/4	- Lecture - Project 3 Working Session	
15	12/11	Project 3 Presentations	Presentations due in Canvas by 12/8