Module Guide

User Centred Design

BIF-5-UCD

Engineering

2015/16

Level 5

Table of Contents

1. MODULE DETAILS

Module Title:	User Centred Design
Module Level:	5
Module Reference Number:	BIF-5-UCD
Credit Value:	20
Student Study Hours:	200
Contact Hours:	65
Private Study Hours:	135
Pre-requisite Learning (If applicable):	None
Co-requisite Modules (If applicable):	None
Course(s):	HND Information Technology BSc (hons) Information Technology
Year and Semester	2015/16, Semester 2
Module Coordinator:	Dr Safia Barikzai
MC Contact Details (Tel, Email, Room)	020 7815 8225 Email: barikzas@lsbu.ac.uk Room: FW107, Faraday Wing
Teaching Team & Contact Details (If applicable):	Maria Lemac, email: lemacm@lsbu.ac.uk, FW114 Lucia Otoyo, email: lucia.otoyo@lsbu.ac.uk, FW114
Subject Area:	Computer Science and Informatics
Summary of Assessment Method:	100%
External Examiner appointed for module:	TBC

2. SHORT DESCRIPTION

This module provides the practical tools and techniques required to design, develop and evaluate effective interactive systems in an ever-changing digital age.

3. AIMS OF THE MODULE

User-centred design and usability are recognised as major contributing factors in the success of business and mass market information systems.

The rise over the last 2 decades of the internet/web along with graphical user interfaces (GUIs), multimedia and ubiquitous mobile devices has led to an almost universal uptake of highly sophisticated interactive systems.

User-centred design processes are now a fundamental part of enterprise customer relationship management and consumer media content distribution through apps, online information services and social networking sites.

Given the mutability of the field, the module intends to keep pace with current developments as far as practically possible.

4.   LEARNING OUTCOMES

4.1   Knowledge and Understanding
You should be able to demonstrate knowledge and understanding of:
- Understand the need for user participation in the design process.

4.2   Intellectual Skills
You should be able to:
- Analyse and synthesise information from a number of sources to aid rational decision making.

4.3   Practical Skills
You should be able to:
- Provide walk-throughs with explanation of built artefacts
- Write reports that are supported by academic reading and argument.

4.4   Transferable Skills
You should be able to:
- Work effectively in a team, recognising the strengths of the members and manage time appropriately.

5.   ASSESSMENT OF THE MODULE

The module is 100% coursework assessed and will typically consist of a number of elements the major part of which will be concerned with the analysis, design, development and evaluation of a prototype interactive system. It will include a written report and the presentation of the completed prototype along with a sales pitch.

Coursework Component	Weighting	Out	In
Evaluation (Teams of 4)	30%	Week 2	Week 6
Design (Team of 4)	50%	Week 5	Week 12
Evaluation (individual)	20%	Week 9	Week 13

6.   FEEDBACK

You will receive general feedback during the scheduled tutorial sessions within a week of completing tutorial activities. In addition, your tutor will give you individual feedback on your work. Feedback and guidance will also be given to project teams upon completion of tasks.

7.   INTRODUCTION TO STUDYING THE MODULE

7.1   Overview of the Main Content

The topics covered will include:
- UCD concepts and methodologies
- User psychology and capabilities
- User classification
- Models and metaphors

- User dialogs
- Eliciting and analysing requirements
- Designing and prototyping
- Usability evaluation and reporting
- Ethical and cultural consideration

7.2   Overview of Types of Classes

The lectures are used to present the majority of the core concepts. The plan may deviate slightly from that shown below depending on focus and pace of class interactive sessions.

7.3   Importance of Student Self-Managed Learning Time

The User Centred Design module builds on skills already acquired in the first year of the course. It is expected, therefore, that you will be able to manage your own time and learning effectively. As the assessment requires you to design, develop & evaluate systems, you must demonstrate the ability to learn new skills quickly (in your own time) and meet very strict deadlines.

You are encouraged to make use of a wide range of support resources, such as lectures, tutorials, and tutor and class feedback, but take responsibility for your project from the outset. This starts with problem definition, through specification, research and presentation.

7.4   Employability

While interactive digital technologies continual advance and change, the user interface continues to be a major determinant in whether a product is successful in the market or not.

The skills acquired from this module should help increase employability by providing a firm basis in UCD. Jobs exist within the software development and User Experience (UX) industry.

8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

NOTE: This is intended for guidance purposes only – the structure may change to accommodate tutor or student requirements.

WK	Week beginning	Lecture Schedule
01	1/01/2016	Introduction to the Module
02	08/02/2016	UCD concepts and methodologies
03	15/02/2016	Usability evaluation and reporting – Part 1
04	22/02/2016	User psychology, capabilities & classification
05	29/02/2016	Eliciting and analysing requirements
06	07/03/2016	Model, metaphors & User dialogs
07	14/03/2016	Designing and prototyping
Easter Vacation **Monday 21st March 2016 to Friday 8th April 2016**		
08	11/04/2016	Ethical and cultural consideration
09	18/04/2016	Usability evaluation and reporting – Part 2
10	25/04/2016	Lean UX
11	02/05/2016	Coursework Workshop
12	04/05/2016	Student Presentations
13	11/05/2016	Module Review
14 - 15		**Exam Week Begins**

9. STUDENT EVALUATION

This is a new Module hence student evaluation has not taken place.

10. LEARNING RESOURCES

10.1 Core Materials

None

10.2 Optional Materials

Rogers, Y., Sharp, H. and Preece, J. (2011) *Interaction Design: Beyond Human-Computer Interaction*, 3rd edition. Wiley

Shneiderman, B. and Plaisant, C. (2010*) Designing the User Interface*, Pearson 2010

Norman, D. (1998) *The Design of Everday Things*, Basic Books.

Adams Andrew and McCrindle Rachel (2007) *Pandora's Box: Social and Professional Issues of the Information Age*, Wiley and Son.

Typical Online Resources
Don Norman: Designing for people
http://www.jnd.org

Cornell University Ergonomics Web
http://ergo.human.cornell.edu/

Nielsen Norman Group (Evidence-Based User Experience Research, Training, and Consulting)
http://www.nngroup.com/

Usability.gov
http://www.usability.gov/

Interactions – BCS HCI special interest group
http://www.bcs-hci.org.uk/

ACM Interactions magazine
http://interactions.acm.org/

NOTES
Academic Integrity: Work that is identified as non-original (in respect of another student or any other source) will be subject to investigation in accordance with University Regulations on academic integrity. This is not intended to discourage you from discussing your work with other students. In fact such discussion may well be beneficial provided that the final work is clearly original.