

:: COURSE INFORMATION ::

Title: INF 350E: Human-Centered Design (Unique#: 28305)

Dates: Wednesdays, 12:00-3:00 PM

Location: UTA, 1.502 (1616 Guadalupe St.),
School of Information, The University of Texas at Austin

Instructor: JI HYUN PARK

UTA, 5.554

jh.park@utexas.edu

Office hours: Tuesdays, 1:00-3:00 A.M. (UTA 5.554)

Additionally, email for appointment

Teaching Assistant: TBA

Course Description:

This course provides an overview of human-centered design approaches for innovation in technologies, social media, and human interactions. Human-centered design begins with a deep understanding for people, technology, and society. Students will learn how to understand human behaviors and contexts; explore and develop ideas; and effectively communicate their design solutions. This course will include fundamental readings in design thinking, interaction design methods and processes, and usability along with hands-on projects. The following is a listing of what topics will be covered in this course:

- TOPICS:
1. Fundamentals of Human-Centered Design
 2. Design Thinking
 3. Innovation & Creativity
 4. User Experience (UX) Design
 5. Design Methods
 6. Design Process:
 - 1_Discovery
 - 2_ Interpretation
 - 3_Ideation
 - 4_Refining ideas
 - 5_Design Evaluation
 - 6_Design Evolution
 7. Design Deliverables

Pre-requisites:

There are no pre-requisite classes for INF 350E.

Textbook & Materials:

There are no required textbooks for this course; all articles or reports assigned as required reading will be posted on **Blackboard**. Most articles are short, and are meant as an introduction to the topic – optional readings are listed as they may serve some students interested in. Please note that substitutions may be made to required readings based on students' needs and feedback throughout the semester.

:: COURSE SCHEDULE ::

The following is a listing of what topics will be covered in this course, class by class. While every effort will be made by the instructor to stay on schedule with this syllabus, if students feel more attention is needed in an area, the schedule may shift slightly.

****Any changes will be announced in class and via e-mail in advance.**

Class	Date	Theme	Assignment Due	Readings
1	Jan. 16	Review of Syllabus & Introductions Introduction to Human-Centered Design		
2	Jan. 23	Human-Centered Design Design Thinking Good & Bad Design	One example of each good and bad design	Norman (2004) Brown & Wyatt (2010) Lowgren & Stolterman (2005)
3	Jan. 30	Innovation & Creativity Emotional Design UX Design exercise (1) : Brainstorming	UX Report #1 Due	Norman & Verganti (2012) Sanders (2006) Shedroff (2008)
4	Feb. 6	What is User Experience Design? Service Design Design Context: Users' situations UX Design exercise (2) : Identifying design problems	UX Report #2 Due	Kuniavsky (2008) Morelli (2007)
5	Feb. 13	Design Methods • Empathic Design • Ethnography • Inclusive Design UX Design exercise (3) : <i>Empathy Map</i>	UX Report #3 Due	Sanders, Brandt and Binder (2010) Sanders & Stappers (2008) Plowman (2003)
6	Feb. 20	Design Process overview Design Process 1_Discovery Needs Finding UX Design exercise (4) : User Journey Map	FP#1 Due	Kolko (2011) Optional: Allen & Chudley (2012)
7	Feb. 27	Design Process 2_Explore Interpretation Personas UX Design exercise (5) : Personas		Keinonen (2006) Lowgren & Stolterman (2005)
8	Mar. 6	Design Process 3_Define UX Design exercise (6) :Point of View (P.O.V)	FP#2 Due	

9	Mar.13	No Class – Spring Break		
10	Mar. 20	Design Process 4_ Ideation Ideation & Concept Models Information Architecture Flowcharts Competitive Analysis UX Design exercise (7) : Rapid Prototyping	FP#3 Due + 5mins Point-of-View Pitch (short speech)	TBA
11	Mar. 29	Design Process 5_Creation Design Metaphor Service Blueprint (Wireframe) UX Design exercise (8) : Design Scenarios	FP#4 Due	TBA
12	Apr. 3	Design Process 6_ Heuristic Evaluation :Guest Speaker		
13	Apr. 10	Design Process 6_ Evaluation UX Design exercise (9) : Usability Testing	FP#5 Due	Neilson (2005) Shneiderman (2010)
14	Apr. 17	Design Process 7_ Evolution : Visual Design :Design Deliverables UX Design exercise (10) : Work in class		TBA
15	Apr. 24	Final Project Presentation	FP #6 Presentation	
16	May 1	Final Project Presentation	FP #6 Presentation	
*FP#7: May 3rd, 5PM: Final Project Report Due				

Recommended Reading list (optional)

- Norman, Donald (2004) *The Design of Everyday Things*. Basic Books: New York.
- Stickdorn, M & Schneider, J (2011) *This is Service Design Thinking*, John Wiley & Sons: New Jersey.
- Lowgren, J. and Stolterman, E. (2005). *Thoughtful Interaction Design*. The MIT Press: Cambridge, MA.
- Kolko, J. (2011). *Thoughts on Interaction Design*. Morgan Kaufmann: Burlington.
- Cooper, A., Reimann, R., & Cronin, D. (2007). *About Face3: The Essentials of Interaction Design*, Wiley: Indianapolis, Indiana.

:: ASSIGNMENT & GRADING ::

All written assignments may be either submitted in person at the beginning of class, or emailed to the instructor (by noon) at jihyun.park@utexas.edu. Emailed assignments that have a time stamp later than 12:00 p.m. (noon), will be considered one day late and docked 5% of the available points for that assignment. For each day that an assignment is late, the instructor will dock 5% of the points from the final grade for that assignment. No assignments will be accepted more than 2 days after the due date without an officially documented excuse.

Below is a description of the different types of assignments and activities, which will count towards your grade in the class. If you have any questions about these assignments at any time during the semester, please feel free to contact the instructor. The instructor will return assignments to students within one week, and all grades will be posted to BlackBoard.

This course uses a 1000-point grading scale. Please note that students must complete ALL assignments in order to earn a passing grade in this course. The following will be used to determine letter grades:

- I. USER EXPERIENCE (UX) REPORTS - 15%
- II. FINAL PROJECT (FP) - 55%
- III. IN-CLASS ASSIGNMENTS & PARTICIPATION - 30%

Points	Letter Grade
≥ 930	A
900-929	A-
880-899	B+
820-879	B
800-819	B-
780-799	C+
720-779	C
700-719	C-
610-699	D
< 609	F

I. USER EXPERIENCE (UX) REPORTS - 15% of final grade

These reports are meant to help you focus on different aspects of users, artifacts, and the Web (e.g., social networking service). For each report, you will observe your experience in different perspectives and write a short report about your experience and observation.

- UX Reports should be a single-spaced 1-page paper (Font size: 12pt, Minimum length: 500 words)
- UX Reports are due at the beginning of class. For these reports, please do write in complete sentences, though you may choose to use bullet-point or numbered lists are necessary. You may include pictures or captured screens as appropriate as well.

1/ Theme: Waiting Due: 01/30 (5% of final grade)	2/ Theme: Sharing (Connecting) Due: 2/6 (5% of final grade)	3/ Theme: Searching Due: 2/13 (5% of final grade)
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II. FINAL PROJECT (FP) - 55% of final grade

The final project will be a way for students to demonstrate what they have learned in the course regarding human-centered design. The final project has several smaller assignments meant to help students think throughout the semester, and allow the instructor to provide suggestions or advice. Though each step is only worth a small percentage of your grade, it is important that these assignments are turned in on time so students may receive feedback from the instructor before moving to the next step.

FP #1: Design Scope report (single-spaced 1 page paper, min.500 - max.600 words) for a summary of design context including rationale, problem statement, and scope, you will be working with this semester for your final project. ***For the FP#1 paper, you may choose only ONE of these three situations: *Waiting*, *Sharing (Connecting)*, and *Searching* for your design context. Include any pictures if you have them. Please make sure pictures have captions.
(5% of final grade)

FP #2: User Research report (min. 800 - max. 1000 words, double-spaced) detailing methodologies you are using to understand users and context. Include an introduction, description of user study method(s), process and findings (user needs). Based on your user study findings, create 2-3 personas. Please use citations from class readings as appropriate.
(10% of final grade)

FP #3: POV report (single-spaced 1 page paper, min. 300 - max.500 words) for a Point of View (POV) statement in one sentence, *How Might We--?* Questions (Ideation process), and design goal statement based on FP#2 user study findings and personas.
(5% of final grade)

FP #4: Design Progress report (single-spaced 1 page paper, min.500 - max.600 words) a description of 1) design metaphor, 2) design concept, 3) competitive analysis and 4) a draft of interaction map (Flowcharts) (e.g., sticky notes, draw on paper, Powerpoint, Word, Illustrator, etc.).
(5% of final grade)

FP #5: Final Service Blueprint (Wireframe) of your final project in any formats (e.g., draw on paper, Powerpoint, Word, Illustrator, Balsamiq (<http://builds.balsamiq.com/b/mockups-web-demo/>) etc.).
(5% of final grade)

FP #6: In class presentation on final project (15% of final grade)

FP #7: Final Project Online Report (10% of final grade)

*FP Total: 55% of Final grade

III. IN-CLASS ASSIGNMENTS & PARTICIPATION - 30% of final grade

Throughout the semester, there will be several in class assignments. These assignments may include reading discussions, class exercises, group work, and hands-on learning with actual design issues and methods. Students will be graded based on their participation and effort.

*If you miss more than THREE classes, one letter grade will be deducted from your final grade. * There will be no make-up work available for missed in-class assignments for unexcused absences. If you have an officially documented excuse that forces you to miss class (medical emergency), please contact the instructor to discuss optional out-of-class assignments you can complete for additional points.

IV. EXTRA CREDITS

At this time, there are no opportunities for extra credit.

Academic Integrity:

It is the policy of this course that academic dishonesty in any form will result in an automatic grade of "F" in the course. This policy is strictly enforced.

Disability Accommodations:

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 Holidays

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.