



T-104  
2022

## Course Specification

Course Title: **User Experience Design**

Course Code: **ITXXXXX**

Program: **Bachelor of Information Technology**

Department: **Information Technology**

College: **Computer Science and Information Technology**

Institution: **AIBaha University**

Version: **01**

Last Revision Date: **30 March 2023**





## Table of Contents:

Content	Page
A. General Information about the course	3
1. Teaching mode (mark all that apply) 2. Contact Hours (based on the academic semester)	4
B. Course Learning Outcomes (CLOs), Teaching Strategies and <b>Assessment Methods</b>	5
C. Course Content	6
D. Student Assessment Activities	6
E. Learning Resources and Facilities	7
1. References and Learning Resources	7
2. Required Facilities and Equipment	7
F. Assessment of Course Quality	7
G. Specification Approval Data	8



## A. General information about the course:

Course Identification	
1. Credit hours:	3
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Track <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Level 10/4 <sup>th</sup> year	
4. Course general Description	
<p>This course will introduce students to user experience design foundations. Students will develop an understanding of the concept of 'user experience' and how it extends to other design practices, such as user interface design and interaction design. As user experience design (UXD) is rooted in human psychology, humans are the technology users and without them there is no technology. Good understanding of design principles and guidelines and their effective application requires knowledge of their scientific underpinnings. Therefore, significant portion of the course will be devoted to theoretical topics and their implications on UXD. The course also reviews psychological theories of human cognition and perception. These theories serve an essential role in generative design, explanatory evaluation, and support the codification of knowledge. A particular emphasis will be given to the factors influencing the overall UX when interacting with digital systems. Therefore, the aim for this course is to help students realize that the importance of user-centered user experience design, and that the design is an ongoing process throughout the product life cycle and not something to be done at the last minute, when the "rest of the system" is already completed.</p>	
5. Pre-requirements for this course (if any):	
6. Co- requirements for this course (if any):	
7. Course Main Objective(s)	
<ol style="list-style-type: none"> <li>1- Understand the evolution of the discipline from Human Computer Interaction (HCI) to User Experience Design (UXD). A description of its scope: the human, the computer, and their interaction.</li> <li>2- Understand the main concepts in user experience design.</li> <li>3- Understand the importance of user-centered perspective on UX design.</li> <li>4- Understand the fundamentals of human perception and cognition and their implications for user experience and interaction design.</li> <li>5- Understand the essential phases of user experience design cycle.</li> <li>6- Recognize usability testing methods and metrics.</li> <li>7- Discover and define usability problems and come up with creative solutions that get results.</li> <li>8- Identify the root causes for strengths and weaknesses of interfaces and provide suggestions of how to improve them.</li> </ol>	





### 1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	33	100%
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> <li>• Traditional classroom</li> <li>• E-learning</li> </ul>		
4.	Distance learning		

### 2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	33
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
	<b>Total</b>	<b>33</b>





## B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	<b>Knowledge and understanding</b>			
1.1	Understand the evolution of the discipline from Human Computer Interaction (HCI) to User Experience Design (UXD). A description of its scope: the human, the computer, and their interaction.	K1	<ul style="list-style-type: none"> <li>Lectures</li> <li>Assignments</li> <li>Discussions</li> </ul>	<ul style="list-style-type: none"> <li>Quizzes</li> <li>Midterm Exams</li> <li>Final Exam</li> </ul>
1.2	Understand the main concepts in user experience design.	K2	<ul style="list-style-type: none"> <li>Lectures</li> <li>Assignments</li> <li>Discussions</li> </ul>	<ul style="list-style-type: none"> <li>Quizzes</li> <li>Midterm Exams</li> <li>Final Exam</li> </ul>
1.3	Understand the importance of user-centered perspective on UX design.	K3	<ul style="list-style-type: none"> <li>Lectures</li> <li>Assignments</li> <li>Discussions</li> </ul>	<ul style="list-style-type: none"> <li>Quizzes</li> <li>Midterm Exams</li> <li>Final Exam</li> </ul>
2.0	<b>Skills</b>			
2.1	Understand the fundamentals of human perception and cognition and their implications for user experience and interaction design.	S1	<ul style="list-style-type: none"> <li>Demonstrations</li> <li>Lectures</li> <li>Group Discussion</li> <li>Assignments</li> </ul>	<ul style="list-style-type: none"> <li>Homework</li> <li>Quizzes</li> <li>Midterm Exams</li> <li>Final Exam</li> </ul>
2.2	Understand the essential phases of user experience design cycle.	S2	<ul style="list-style-type: none"> <li>Lectures</li> <li>Group Discussion</li> <li>Assignments</li> <li>Practical Exercises</li> </ul>	<ul style="list-style-type: none"> <li>Homework</li> <li>Quizzes</li> <li>Midterm Exams</li> <li>Final Exam</li> </ul>
2.3	Recognize usability testing methods and metrics.	S3	<ul style="list-style-type: none"> <li>Demonstrations</li> <li>Debates/Discussions</li> <li>Lectures</li> <li>Group Discussion</li> <li>Group Projects</li> <li>Case Studies</li> </ul>	<ul style="list-style-type: none"> <li>Homework</li> <li>Quizzes</li> <li>Midterm Exams</li> <li>Project Assessment</li> <li>Final Exam</li> </ul>
3.0	<b>Values, autonomy, and responsibility</b>			
3.1	Discover and define usability problems and come up with creative	V1	<ul style="list-style-type: none"> <li>Assignments</li> <li>Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>Reports</li> <li>Presentation</li> </ul>



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	solutions that get results.		<ul style="list-style-type: none"> <li>Group Projects</li> <li>Oral Presentation</li> </ul>	<ul style="list-style-type: none"> <li>Project Assessment</li> <li>Class Discussions</li> </ul>
3.2				
...				

### C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to UX Design	3
2.	The psychology of human actions	3
3.	Web design basics	3
4.	Introduction to usability	3
5.	Usability evaluation methods	3
6.	User experience design tools and methods	6
7.	User experience design process	3
8.	Technology acceptance research	3
9.	Prototyping and evaluation	3
10.	Course project discussion	3
<b>Total</b>		<b>33</b>

### D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Homework and class discussion	Weekly	10%
2.	Midterm	5th week	15%
3.	Quiz	9th Week	10%
4.	Group Project	10th Week	15%
5.	Final Exam	11th Week	50%

\*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)





## E. Learning Resources and Facilities

### 1. References and Learning Resources

Essential References	<p>Krug, Steve. (2014). Don't Make Me Think, Revisited. 3rd Ed.</p> <p>Jeff Johnson. (2020). Designing with the Mind in Mind. 3rd Ed</p> <p>Norman, D. (2013). The Design of Everyday Things. Revised and Expanded Edition.</p>
Supportive References	<p>Human Computer Interaction, Alan Dix, Janet E. Finlay, Gregory D. Abowd, Russell Beale. Prentice Hall; ISBN: 978-0132390484</p> <p>Elements of User Experience, The: User-Centered Design for the Web and Beyond, 2nd Edition, Jesse James Garrett, New Riders, 2011, ISBN: 978-0321683687</p>
Electronic Materials	<ul style="list-style-type: none"> <li>• Access to the Saudi Digital Library (SDL).</li> <li>• ACM (Association for Computer Machinery) web site - <a href="http://www.acm.org/">http://www.acm.org/</a></li> <li>• ACM SIGCSE (Special Interest Group on Computer Science Education) resource website: <a href="http://www.sigcse.org/SIGresources">http://www.sigcse.org/SIGresources</a> <ul style="list-style-type: none"> <li>• IEEE Computer Society web site: <a href="http://www.computer.org/portal/web/guest/home">http://www.computer.org/portal/web/guest/home</a></li> </ul> </li> </ul>
Other Learning Materials	None

### 2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	<ul style="list-style-type: none"> <li>• A classroom or lecture hall with whiteboard for 25 students.</li> </ul>
Technology equipment (projector, smart board, software)	
Other equipment (depending on the nature of the specialty)	

## F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	<ul style="list-style-type: none"> <li>• Students</li> <li>• Peer Reviewer</li> <li>• Program Leaders</li> </ul>	<ul style="list-style-type: none"> <li>• Survey (indirect)</li> <li>• Peer review (direct)</li> <li>• Class visit (direct)</li> </ul>
Effectiveness of students assessment	<ul style="list-style-type: none"> <li>• Students</li> </ul>	<ul style="list-style-type: none"> <li>• Survey (indirect)</li> </ul>





Assessment Areas/Issues	Assessor	Assessment Methods
	<ul style="list-style-type: none"> <li>Exam Evaluation Committee</li> <li>Course Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>Exam Review (direct) review of course file (direct)</li> </ul>
Quality of learning resources	<ul style="list-style-type: none"> <li>Faculty</li> <li>Students</li> </ul>	Survey (indirect)
The extent to which CLOs have been achieved	<ul style="list-style-type: none"> <li>Faculty</li> <li>Program Leaders or Course Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>Exams (direct)</li> <li>Exit Exams (direct)</li> </ul>
Other		

**Assessor** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## G. Specification Approval Data

COUNCIL /COMMITTEE	
REFERENCE NO.	
DATE	30 March 2023

