

UI/UX Design

Course Syllabus

1. General Information

Course name: UI/UX Design

Course code: MAR

Number of credits: 2

Instructors:

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2. Objectives

The aim of course is to provide the basics of website design to optimize user experience for marketing purposes and help students to understand Norman's framework of “User Experience Design”. Norman's framework is a guiding model for understanding the user experience with an interactive model, stating how different UX design visuals can be applied at different stages of the interactive process apply to businesses marketing strategies.

3. Abstract

User experience includes every aspect of the users with a company, including its products. User experience is mainly about designing the perfect ideal experience of using a product or service. Advances in data computing and information technologies have fundamentally transformed how products and services are produced and consumed; thus, user experience becomes paramount in meeting customers' needs without any trouble or dissatisfaction.

UI and UX are very crucial to the success of any business. That is why they are in the top 10 Linkedin search skills in 2020. It's paramount for students to learn how to build a great user experience apply to businesses marketing strategies.

4. Teaching and learning methods

Lectures: 24h

In class discussion & practice: 6h

5. Prerequisites

Digital Marketing, Principles of Marketing, Consumer Behaviour

6. Learning Outcomes

In overall, the purpose of the course is to introduce students to the UI/UX design literature and the UI/UX design research process. The emphasis in this course is on how to provides the basics of digital product design (focus on website) to optimize user experience for marketing purposes for marketing decisions. In this course, students also will learn how to design the basic website and apply it to solve business and marketing problems.

Specifically, on successful completion of this unit a student will:

1. *Understand the basic knowledge of user experience and user interface*
2. *Understand the design thinking process*
3. *Understand essential principles for user experience design*
4. *Understand the roles of user experience designers in business activities as well as the misconceptions of UI and UX*

7. Assessment Criteria

<i>Learning outcomes On successful completion of this unit a student will:</i>	<i>Assessment criteria for pass the student can:</i>
<i>LO1 Understand the basic knowledge of user experience and user interface</i>	<ul style="list-style-type: none"> • Understand UX (user experience) describes a set of concepts, guidelines, and principles for discerning the design and use of a product, map-based or otherwise. This term separates UX design and UI design.
<i>LO2 Understand the design thinking process</i>	<ul style="list-style-type: none"> • Be able to study the idea of the products and design requirements • Be able to locate a group of business customers matching end users • Be able to create use cases and test the cases, and create paper demonstration • Understand research on potential end-users, study and analyze them
<i>LO3 Understand essential principles for UX Design</i>	<ul style="list-style-type: none"> • Understand design principles can be seen as the heart and soul of user experience design. • Determine some guidelines or principles that designers must adhere to achieve users and organizational goals.

<i>LO4 Understand the roles of UX designers as well as the misconceptions of UI and UX</i>	<ul style="list-style-type: none"> • Understand User experience designer jobs • Understand UX goes beyond designing to ensure organizations fit into the shoes of consumers or users by carrying out surveys and interviews to know their needs in order to design what will solve their problems and meet their needs. • Understand UI is actually a subset of UX

8. Outlines

CHAPTER 1 : A Brief Introduction to User Experience (UX) Design

1.1 Complexity and perception of User Experience (UX) design

1.2 Definition of User Experience (UX)

1.3 What is Design? What is UX Design? History of UX design . Importance of User Experience (UX)

1.4 Who is a User? Who is a Customer? The Scope of User Experience (UX)

1.5 The Single interaction Level

1.6 The Journey Level

1.7 The Relationship Level

CHAPTER 2 : Introduction to Design Thinking

2.1 Origin Design Thinking

2.2 What is Design Thinking?

2.3 The Design Thinking Process

2.4 What are the Principles of Design Thinking?

2.5 Application of the Design Thinking Framework

2.6 Examples of design thinking success

CHAPTER 3 : User Interface (UI) Design

3.1 User Interface Design Considerations

3.2 User Interface (UI) Design Process

3.3 Elements of Interface Design

CHAPTER 4 : User Experience Design Principles (UX)

4.1 Developing User Experience (UX) Design

4.2 Wireframe and its importance

4.3 Examples of wireframes

4.4 Wireframing process

4.5 Wireframing Tools

CHAPTER 5 : Introduction to User Experience (UX) Design Principles

5.1 Principles of UX Design

5.2 UX Designer Job

5.3 What does a UX designer do?

CHAPTER 6 : UX Design vs. UI Design

6.1 The main differences between UX Design and UI Design

6.2 Some Misconceptions: UX design vs. UI design

9. Required Textbooks

Deacon.P. (2020), UX AND UI STRATEGY: A Step By Step Guide On Ux And Ui Design

10. Suggested Textbooks

Potts. K. (2007), Web Design and Marketing Solutions for Business Websites, Friends of, Apress

11. Schedule

<i>Slot</i>	<i>Main contents</i>	<i>Specific contents and activities</i>	<i>Student's tasks before and after class</i>
1	Chapter 1 : A Brief Introduction to User Experience (UX) Design	<ul style="list-style-type: none"> • Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria • Base knowledge of Design and the definition of Design Thinking • The role and value of Design to the success of the businesses activities • The Design industry <u>Activity</u> <ul style="list-style-type: none"> - Discuss the emerging trends of Design in Viet Nam 	<u>Before class:</u> <ul style="list-style-type: none"> • Reading the course's syllabus • Reading Part 1, Section 1 to 4 , Deacon.P. (2020), UX AND UI STRATEGY: A Step By Step Guide On Ux And Ui Design
2	Chapter 1 : A Brief Introduction to User Experience (UX) Design (cont.)	<ul style="list-style-type: none"> • Determining the definition of UX Design • Overview of the UX Design • The role and value of the UX Design to the success of the businesses activities • Determining the scope of User Experience <u>Activity</u> <ul style="list-style-type: none"> - Discuss The UX Design in Vietnam 	<u>Before class:</u> Reading Part 1, Section 5 to 8 , Deacon.P. (2020), UX AND UI STRATEGY: A Step By Step Guide On Ux And Ui Design
3	Chapter 1 : A Brief Introduction to User Experience (UX) Design (cont.) Group Assignment Coaching	<ul style="list-style-type: none"> • Understand interaction is the main focus of UX • Understand UX design has become highly important. <u>Activity</u> Group Assignment Coaching <ul style="list-style-type: none"> • Review of contents of group assignment • Answer students' questions on group assignment 	<u>Before class:</u> <ul style="list-style-type: none"> • Formulating the students' groups for the group assignment • Reading the requirements of the group assignment • Reading Part 1, Section 9 to 12 , Deacon.P. (2020), UX AND UI STRATEGY: A Step By Step Guide On Ux And Ui Design

<i>Slot</i>	<i>Main contents</i>	<i>Specific contents and activities</i>	<i>Student's tasks before and after class</i>
4	Chapter 2 : Introduction to Design Thinking	<ul style="list-style-type: none"> • Innovation can be seen as the key to progress and success. • Understand Design thinking has long been considered the backbone of innovation and the remedy to business stagnation • Determining levels of design thinking for innovation. <p><u>Activity</u></p> <p>Answer students' questions related to the group assignment</p> <p>-</p>	<p><u>Before class:</u></p> <p>Reading Part 2, Section 1 to 6, Deacon.P. (2020), UX AND UI STRATEGY: A Step By Step Guide On Ux And Ui Design</p> <p><u>After class:</u></p> <p>Do tasks on the practice of the group assignment (cont.)</p>
5	Chapter 3 : User Interface (UI) Design	<ul style="list-style-type: none"> • Determining the definition of UI Design • Determining elements to be considered for making the user experience enjoyable <p><u>Activity</u></p> <p>Answer students' questions related to the group assignment</p>	<p><u>Before class:</u></p> <p>Reading Part 3, Section 1, Deacon.P. (2020), UX AND UI STRATEGY: A Step By Step Guide On Ux And Ui Design</p>
6	Chapter 3 : User Interface (UI) Design (cont.)	<ul style="list-style-type: none"> • Understand the user interface design processes. • Determining the importance of time management during the user interface designing process. • Designing the process chart helps to keep with the design, time, and implementation deadline <p><u>Activity</u></p> <p>Answer students' questions related to the group assignment</p>	<p><u>Before class:</u></p> <p>Reading Part 3, Section 2 to 3 , Deacon.P. (2020), UX AND UI STRATEGY: A Step By Step Guide On Ux And Ui Design</p> <p><u>After class:</u></p> <p>Do tasks on the practice of the group assignment</p>
7	Middle exam Group	<ul style="list-style-type: none"> • Middle exam • Give advice to students in order to perform the task of group assignment 	<p><u>After class:</u></p> <ul style="list-style-type: none"> • Do tasks on the practice of the

<i>Slot</i>	<i>Main contents</i>	<i>Specific contents and activities</i>	<i>Student's tasks before and after class</i>
	assignment tutorial	<ul style="list-style-type: none"> Answer students' questions related to the group assignment 	group assignment (cont.)
8	Chapter 4 : User Experience (UX) Design Principles	<ul style="list-style-type: none"> Understand design principles can be seen as the heart and soul of user experience design. Determining guidelines or principles that designers must adhere to achieve users and organizational goals <p><u>Activity</u></p> <p>Answer students' questions related to the group assignment</p>	<p><u>Before class:</u></p> <p>Reading Part 4, Section 1 to 2 , Deacon.P. (2020), UX AND UI STRATEGY: A Step By Step Guide On Ux And Ui Design</p> <p><u>After class:</u></p> <p>Do tasks on the practice of the group assignment (cont.)</p>
9	Chapter 4 : User Experience (UX) Design Principles (cont.)	<ul style="list-style-type: none"> Determining importance of Wireframe Understand how UX designers use Wireframe to describe and strategize the information order of their design for product or service Some examples of wireframes before starting the design <p><u>Activity</u></p> <p>- Answer students' questions related to the group assignment</p>	<p><u>Before class:</u></p> <p>Reading Part 4, Section 3 to 4 , Deacon.P. (2020), UX AND UI STRATEGY: A Step By Step Guide On Ux And Ui Design</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> Do tasks on the practice of the group assignment (cont.)
10	Chapter 4 : User Experience (UX) Design Principles (cont.)	<ul style="list-style-type: none"> Determining a load of tools that are free to create wireframes and prototypes. Experiment with free tools to find suitable ones <p><u>Activity</u></p> <p>- Discussing challenges about the group assignment</p> <p>- Answer students' questions related to the group assignment</p>	<p><u>Before class:</u></p> <p>Reading Part 4, Section 5, Deacon.P. (2020), UX AND UI STRATEGY: A Step By Step Guide On Ux And Ui Design</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> Do tasks on the practice of the group assignment (cont.)

<i>Slot</i>	<i>Main contents</i>	<i>Specific contents and activities</i>	<i>Student's tasks before and after class</i>
11	Chapter 5 : Introduction to User Experience (UX) Design Principles	<ul style="list-style-type: none"> Understand how the users or customers feel about the product and the product developments. Understand UX design is all about providing meaningful and relevant experiences to users to increase interactions and retention Research the user's experience using a product and find out what side of the design is bothering or giving the users stress and fixing it. <p><u>Activity</u></p> <p>Answer students' questions related to the group assignment</p>	<p><u>Before class:</u></p> <p>Reading Part 5, Section 1 to 2, Deacon.P. (2020), UX AND UI STRATEGY: A Step By Step Guide On Ux And Ui Design</p> <p><u>After class:</u></p> <p>Do tasks on the practice of the group assignment (cont.)</p>
12	Chapter 5 : Introduction to User Experience (UX) Design Principles (<i>cont.</i>)	<ul style="list-style-type: none"> Understand a UX designer's job Determining the UX Design department of the organization. Determining several principles to make UX Design a success. <p><u>Activity</u></p> <p>Answer students' questions related to the group assignment</p>	<p><u>Before class:</u></p> <p>Reading Part 5, Section 2 to 3, Deacon.P. (2020), UX AND UI STRATEGY: A Step By Step Guide On Ux And Ui Design</p> <p><u>After class:</u></p> <p>Do tasks on the practice of the group assignment (cont.)</p> <p>Do task on preparing report of the group assignment</p>
13	Chapter 6 : UX Design vs. UI Design	<ul style="list-style-type: none"> Determining User Experience and User Interface design are two important words that are used interchangeably but refer to different things. Considering UX and UI's key differences <p><u>Activity</u></p>	<p><u>Before class:</u></p> <p>Reading Part 5, Section 2 to 3, Deacon.P. (2020), UX AND UI STRATEGY: A Step By Step Guide On Ux And Ui</p>

<i>Slot</i>	<i>Main contents</i>	<i>Specific contents and activities</i>	<i>Student's tasks before and after class</i>
		Answer students' questions related to the group assignment	Design <u>After class:</u> Submitting group project report Preparing and submitting slides for oral presentation
14	Oral presentations of group assignment	Oral presentation of group research project by groups of students Q&A on each research project Each oral presentation must not be longer than 15 minutes	<u>Before class:</u> Submitting team project report Preparing and submitting slides for oral presentation
15	Feedback on the group Assignment General review and discussion	Give comments on the group assignment Give a general review of the course's contents and discussion	

12. Grading Policy

	<i>Assignment</i>	<i>Importance</i>
1	Class participation/In class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students

must not be absent more than 20% of total scheduled learning slots.

Midterm exam

In the 7th slot, students will be given a case study/a scenario with some relevance to the UX/UI design topics being discussed, and be asked to discuss or explain their point of view in a limited amount of class time

Group Assignment

This assignment encourages students to apply knowledge and develop skills in UX/UI design in a real case in order to become familiar with the reality of a business's marketing activities.

The group task assignment requires students to work with other members in an assigned group to conduct a real website and present a report. Learners will choose or be assigned a scenario/a real firm and a group (4-5 members). They will be required to design a website and execute the principles of a design plan assigned scenario/real firm. As a result of the group project, each group must deliver a real website and report and present it. The oral presentation of each group must be no longer than 15 minutes.

Final exam

The final exam in the form of an oral exam will consist of two to three questions. Topics related to the question will be given to students to choose from.

The question can be related to any topic related to UI/UX design in the course