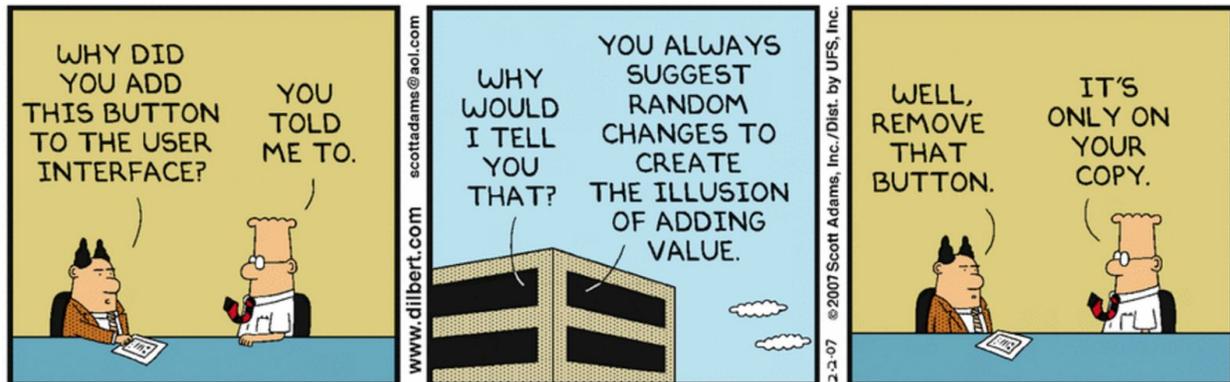# USER EXPERIENCE DESIGN AND USABILITY

syllabus online @ tinyurl.com/581spring18

Introduction

Welcome to Spring 2018 semester! Whether creating the newest app, an interactive kiosk or an entire Web presence, excellent, usable and understandable design is central to a communicator's success. Usability and UX Design combines the basics of visual layout with strategies for understanding users and building effective interfaces.

This course is about being a knowledgeable journalist, a media artist, an informed designer and an innovator. Passion for ethical communication and creativity are essential to your success. Understanding users and their behaviors will lead to becoming an effective creator of digital products. This work opens many possibilities, some of which we are yet to discover. The goals of this class, therefore, are to familiarize you with usability, UI and UX design concepts and allow you opportunities to experiment, create and explore.

The essentials

- **Class time and location:** Tuesdays and Thursdays, 11 a.m. –12:45 p.m., Carroll 59
- **Instructor:** Associate Professor Laura Ruel, Carroll 78, 919-448-8864, lruel@unc.edu
- **Office hours:** Wednesdays, 10 a.m.–Noon., and by appointment

Required supplies

Books: Don't Make Me Think Revisited: A Common Sense Approach to Web and Mobile Usability (copyright 2014) by Steve Krug.
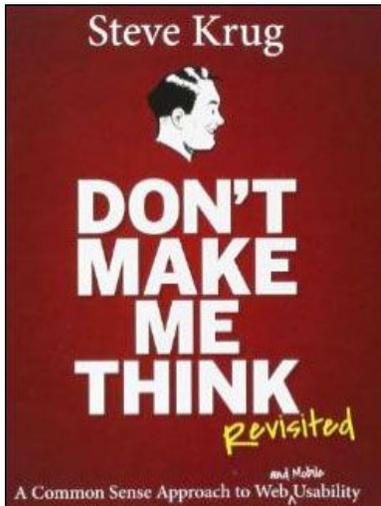
Recommended items

USB memory stick (1G minimum) or portable hard drive to save your work. Please be aware that you are responsible for backing up your own work.

Personal headphones. You will need to supply your own headphones in the lab for Web site viewing.

Sketchbook for tracking ideas, storyboarding class projects and brainstorming

Other materials

You also will need access the to **Lynda.com training library f**or the semester. You can access free as a UNC student. by going to **http://software.sites.unc.edu/lynda/**.

Much of the reading material for this class is through online links and videos.

Useful links:

- **Lynda.com tutorial access for UNC students:** http://software.sites.unc.edu/lynda/
- **Adobe Creative Cloud software (including Illustrator):** http://software.sites.unc.edu/adobe/
- **UNC lab access for MJ School:** http://jomclabaccess.web.unc.edu/

Description

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML - vals&comps

No single course could possibly give you all of these values and competencies, but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet dots under "Professional values and competencies" in the link above. This course will introduce you to the basic areas of excellent UI and UX design and help you develop expertise in their application. They are:

- Usability
- Innovation
- Audience analysis
- Information editing
- Information architecture
- Aesthetic presentation
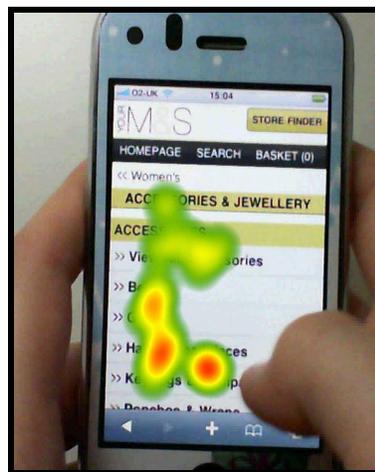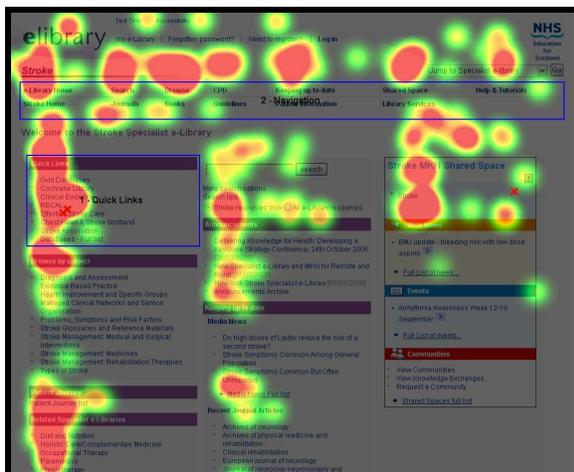
Eyetracking technologies, results pictured above can be used to assess the effectiveness of a interface and design. We will study this technologies in this course.

By reading, viewing and discussing the writings and works of UX professionals, journalists, artists, Web developers, photographers, usability experts, graphic designers, educators and researchers you will deepen your appreciation for each distinct media form. By examining the latest eyetracking research and conducting a usability test, you will assess the practical application of many concepts. Through original storyboards and exercises, you will work to expertly integrate all this knowledge into well-designed packages.

Important policies

Simply put, attendance is required, participation is expected and deadlines are absolute. All assignments are due at the beginning of class on the specified dates. (See calendar, Page 8.) **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

Attendance is required. In the case of unforeseen circumstances or emergencies, please notify the instructor as soon as possible.

Organization of class time

Each class will consist of lecture/discussion. Some days will include lab time. In most cases students will use lab time to practice design techniques or begin an assignment that is related to the class material. Students should plan to spend additional time outside of class to complete these assignments.

Grading

You are graded according to the highest professional standards. The breakdown in percentages is:

- **F** = 59% or below (Graduate grade: F)
- **D**= 60-66% (Graduate grade: F)
- **D+** = 67-69% (Graduate grade: L)
- **C-** = 70-72% (Graduate grade: L)

- **C** = 73-76% (Graduate grade: P)
- **C+** = 77-79% (Graduate grade: P)
- **B-** = 80-82% (Graduate grade: P)
- **B** = 83-86% (Graduate grade: P)
- **B+** = 87-89% (Graduate grade: P)
- **A-** = 90-93% (Graduate grade: P)
- **A** = 94-100% (Graduate grade: H)

Understanding the user experience can provide direction in design.

Grading components

- **Weekly UI challenge, in-class exercises/quizzes:** 10% of final grade
- **Personas assignment:** 10% of final grade
- **Structure assignment:** 10% of final grade
- **Storyboard assignment:** 20% of final grade
- **Usability test assignment:** 20% of final grade
- **Final project:** 30% of final grade

Rubrics for each assignment will be provided at the time each project is distributed.

Additional graduate student requirements

In addition to the items above, students taking this course **for graduate credit** will be required to present a comprehensive critique of a website or app. More details will be provided during the second week of class.

Bug Bash by Hans Bjordahl
http://www.bugbash.net/

Grading criteria

There are basic expectations that any supervisor or project manager would have for a project undertaken by a UI or UX designer or usability specialist. All of your assignments must meet the following minimum basic standards:

- completed according to the assignment specifications.
- completed on time.
- free of typographical, grammatical and mechanical errors.
- completed so as to evidence a clear grasp of multimedia production and usability standards and design concepts.

Your assignments also will be evaluated for:

- audience analysis and personas
- news value
- presentation editing decisions
- architecture of information presentation
- aesthetic design choices
- creativity and innovation
- usability
- written justifications and explanations of design decisions

Your usability test (partner/group assignment) also will be evaluated for:

- quality of the user test script and testing materials.
- interpretation of test results.
- clarity and focus of written usability report.
- effectiveness of usability test results presentation.

"My team has created a very innovative solution, but we're still looking for a problem to go with it."

Honor code

It is expected that each student in this class will conduct him/herself within the guidelines of the Honor System (http://honor.unc.edu). All academic work should be done with the high level of honesty and integrity that this University demands. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please feel able to see the course instructor, speak with the senior associate dean of undergraduate studies in this school, and/or speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking help

If you need individual assistance, it is your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem, whether the problem is difficulty with course material, a disability, or an illness. Please feel able to contact the course instructor as soon as you perceive any warning signs of things that might adversely affect your class performance or final grade.
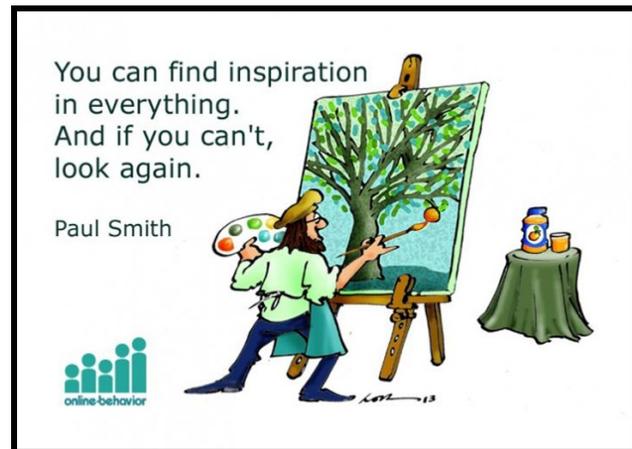
Diversity

 The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2017-2018 Undergraduate Bulletin at http://catalog.unc.edu/about/introduction//. In addition, the School of Media and Journalism also has its own policy that can be found here: http://www.mj.unc.edu/diversity-and-inclusion.

UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

 In this course, you are encouraged to represent diverse populations, diverse viewpoints, and diversity of perspective in your own work. You are also asked to be sensitive to the various backgrounds, perspectives, origins, and situations represented by the students in the course, the students, faculty, and staff at this university, and the residents of this state.

Special needs

 The University of North Carolina – Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in difficulties with accessing learning opportunities.

All accommodations are coordinated through the Accessibility Resources and Service (ARS) Office. In the first instance please visit their website at http://accessibility.unc.edu, call the office at 919-962-8300, or email accessibility@unc.edu. A student is welcome to initiate the registration process at any time. However, the process can take time. ARS is particularly busy in the run-up to Finals and during Finals. Students submitting Self-ID forms at that time are unlikely to have accommodations set until the following semester.

Please contact ARS as early in the semester as possible.

Course Calendar *(subject to change)*

581 Calendar | Spring 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7 Jan 2018	8	9	10	11 **First day of class**	12	13
14	15	16 • Student survey due • Weekly UI due @ 1pm	17	18	19	20
21	22	23 • Weekly UI due @ 1pm	24	25	26	27
28	29	30 • Weekly UI due @ 1pm	31	1 Feb • Personas assignment due	2	3
4	5	6 • Weekly UI due @ 1pm	7	8	9	10
11	12	13 • Weekly UI due @ 1pm	14	15 • Structure assignment due	16	17
18	19	20 • Weekly UI due @ 1pm	21	22	23	24
25	26	27 • Weekly UI due @ 1pm	28	1 Mar • Storyboard assignment due	2	3
4	5	6 • Weekly UI due @ 1pm	7	8	9	10
11	12	13 • Weekly UI due @ 1pm	14	15	16	17
18	19 Spring Break -→	20 -→ -→ -→ -→	21 -→ -→ -→ -→	22 -→ -→ -→ -→	23 -→ -→ -→ -→	24
25	26	27	28	29 • Final project ideas due	30	31
1 Apr	2	3 • Usability reports due	4	5 • Usability report presentations	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 **Last day of class**	27	28
29	30	1 May	2	3	4 **FINAL PROJECT PITCHES @ Noon**	5

Week-by-week topics, readings, viewings *(subject to change)*

Week	Date	Topic
1	**Starts Sunday 1/7**	**Introduction to the course** ● Welcome presentation ● Setting up your Weekly UI site ● What is UX? ([presentation](#)) **Readings/viewings (to complete by the start of Week 2)** ● Complete [student survey](#) ● Sign up for lab access: http://jomclabaccess.web.unc.edu ● **Watch:** Time Well Spent https://vimeo.com/193299995 ● **Watch:** How Better Tech Could Protect Us from Distraction https://www.ted.com/talks/tristan_harris_how_better_tech_could_protect_us_from_distraction ● **Read:** The Binge Breaker https://www.theatlantic.com/magazine/archive/2016/11/the-binge-breaker/501122/ ● **Watch:** [Tony Fadell: The first secret of design is ... noticing - TED.com](#) ● **Read:** [UX design impacts everyone](#) ● **Read:** [The UX of Learning is Broken](#) ● **Read:** [The origin of personas](#) ● **Read:** [Personas: The Foundation of a Great User Experience](#) ● **Read:** [Introduction to User Personas](#) ● **Read:** [A Closer Look at Personas: What they are and How They Work](#) (Part 1) ● **Read:** [A Closer Look at Personas: A Guide to Developing the Right Ones](#) (Part 2) ● **Watch:** Lynda.com tutorial: [Illustrator CC for Web Design: Core Concepts with Justin Seeley](#) *(Note: This is a 1 hour, 33 minute tutorial.)* ● ***Just starting to learn Illustrator? See:*** ***[Illustrator CC Essential Training (2018)](#)*** *It is a 4 hour, 42 minute lesson , but you can pick and choose different techniques to learn as you go.* **Set up** ● Weekly UI website **1/11 weekly UI** *(due 1/16)* ● Assignment here

2	Starts Sunday 1/14	**Topics** ● Building personas ([presentation](#)) ● Quick [motion graphic about personas](#) **Readings/viewings (to complete by the start of Week 3)** ● **Read:** [User Personas for Mobile Design and Development](#) ● **Read:** [Defining And Applying Personas to UX Design](#) ● **Read:** [Capturing the Passion: Refreshing BBC Sport User Personas](#) ● **Read:** [How to Create UX Personas](#) ● **Read:** [Five Steps to Create Personas With Real Life Data](#) ● **Read:** [Best Practices on Creating Effective Personas](#) on Medium ● **Read:** [How User Personas Can Improve Your SEO Strategy](#) ● **Read:** [Getting Inside Your Users' Heads: 9 Interviewing Tips](#) ● **Watch:** [UX Design 3: Creating Personas](#) **Distribute** ● Persona Assignment **1/16 weekly UI** *(due 1/23)* ● [Assignment here](#).
3	Starts Sunday 1/22	**Topics** ● More on users and ideation ([presentation](#)) ● Introduction to Customer Journey Mapping ([presentation](#)) ● Watch in class: [The surprising habits of original thinkers](#) **Readings/viewings (to complete by the start of Week 4)** ● **Watch:** [How giant websites design for you (and a billion other people)](#) ● **Read:** [All You Need to Know About Customer Journey Mapping](#) ● **Read:** [How to Run an Empathy & User Journey Mapping Workshop](#) ● **Read:** [Beyond wireframing: The real-life UX design process](#) ● **Read:** [Customer Journeys and Omnichannel User Experience](#) ● **Read:** [How to Find Buried Treasure Using Experience Maps](#) ● **Read:** [Wonder What Content to Create? Try a Customer-Journey Map](#) **1/23 weekly UI** *(due 1/30)* ● [Assignment here](#).
4	Starts Sunday 1/29	**Topics** ● Design thinking ([presentation](#)) ● Why do card sorts? ([presentation](#)) **Readings/viewings (to complete by the start of Week 5)** ● **Read:** [Transforming Customer Experiences with Journey Mapping](#)

		• **Read:** Web Style Guide: Presenting Information Architecture • **Read:** Stop Designing Pages And Start Designing Flows • **Read:** The definitive guide to web flowcharts • **Read:** Customer Journey Maps Templates and Stencils • **Read:** Creating Arrows and Arrowheads in Illustrator CS6 • **Watch:** How AirBnB Designs for Trust • **Listen:** The Power of Design **Deadline for** • Persona assignment due at the start of class on February 1. **1/30 weekly UI** *(due 2/6)* • Assignment here.
5	**Starts Sunday 2/5**	**Topics** • Use-case scenarios and user journeys. Developing user empathy. (video (from Colorado School of Mines), presentation) • Watch in class: What We Can Learn from Shortcuts • UI design for mobile (presentation) • Color and type (presentation) **Readings/viewings (to complete by the start of Week 6)** • **Watch:** Lynda.com tutorial: Illustrator CC for Web Design: Core Concepts with Justin Seeley *(Note: This is a 1 hour, 33 minute tutorial.)* • **Watch:** Design Aesthetics for Web Design with Sue Jenkins *(Note: This is a 2 hour, 5 minute tutorial.)* • **Read:** Productive Web Design With… Adobe Illustrator? By Vincent Le Moign • **Review:** Web Design Glossary • **Read:** Minimalist Design Is Taking Over: Here's Why • **Interact:** Color, Contrast and Dimension in News Design • **Interact:** Color in Motion **Distribute:** Structure assignment (on Tuesday 2/6) **2/6 weekly UI** *(due 2/13)* • Assignment here.
6	**Starts Sunday 2/11**	**Topics** • Understanding wireframes and annotation (presentation) • UI design aesthetics (presentation)

		Readings/viewings (to complete by the start of Week 7) ● **Read:** 35 Powerful Photos That Tell A Story ● **Read:** 10 Tips for Turning Photos into Powerful Stories ● **Watch:** David Griffin: How photography connects us ● **Read:** I Love Typography: An Interview with Ellen Lupton ● **Read:** 8 Simple Ways to Improve Typography In Your Designs ● **Watch:** Matthew Carter: My life in typefaces ● **Read:** Wireframing, Testing and Tools **Deadline for** Structure assignment due at the start of class on February 15. **2/13 weekly UI** *(due 2/20)* ● Assignment here.
7	**Starts Sunday 2/18**	**Topics** ● Photos and typography (presentation) ● UX and UI Design - What's the difference? (presentation) ● Media and messages (presentation) **Readings/viewings (to complete by the start of Week 8)** ● **Read book:** Don't Make Me Think by Steve Krug ● **Read:** 9 Steps for Creating the Perfect User Test ● **Read:** Interviewing Users ● **Read:** OJR's 5-guide to do-it-yourself usability testing ● **Read:** UX Without User Research is Not UX ● **Read:** Using the 5 Es to Understand Users **Distribute** Storyboard assignment (on Tuesday, 2/20) **2/10 weekly UI** *(due 2/27)* ● Assignment here.
8	**Starts Sunday 2/25**	**Topics** ● More on design aesthetics and color ● Introduction to user testing ● Developing a user test (presentation) **Readings/viewings (to complete by the start of Week 9)** ● **Read:** Talking with Participants During a Usability Test ● **Review these resources:** ● User test script (Krug example, .doc file)

- Informed consent form ([OJR example](), .doc file)
- Pre-experiment questions ([OJR example](), .doc file)
- Free observation checklist ([student example](), .doc file)
- Usability tasks ([usability.gov example](), html link; [student example](), .doc file)
- Post-experiment questionnaire ([OJR example](), .doc file)
- Interview questions ([OJR example](), .doc file)
- [Recording software for Android phones](). Use QuickTime (on Mac) for iPhones.
- Link for other recording software: http://screencast-o-matic.com/home

Deadline for
Storyboard assignment due at 1 p.m. on March 1.

Assign
- Usability test assignment choices
- Survey for testing preferences
- Usability test assignment

2/27 weekly U *(due 3/6)*
- Assignment here

9	**Starts Sunday 3/4**	**Topics** - More on user test development ([presentation]()) - Checklist to use before you test ([presentation]()) **Readings/viewings (to complete by the start of Week 11)** - **Read:** [Eye Tracking: What Is It For And When To Use It]() - **Watch:** [The New EyeGuide® Mobile Tracker from Grinbath Eye Tracking]() - **Watch:** [Grinbath EyeGuide Eye Tracking System Analyzes User Interaction with Mona Lisa]() - **Read:** [10 Useful Findings About How People View Websites]() - **Read:** [New Poynter Eyetrack research reveals how people read news on tablets]() - **Read:** [Eye Tracking and Web Usability: A Good Fit?]() - **Read:** [10 Useful Usability Findings and Guidelines]() - **Read and watch video:** [7 Marketing Lessons from Eye-Tracking Studies]() - **Read:** [Case Study: Eyetracking Mobile Devices]() - **Read:** [29 Eye-Tracking Heatmaps Reveal Where People Really Look]() - **Watch:** [Rochelle King: The complex relationship between data and design in UX]() - **Read:** [Making Usability Findings Actionable: 5 Tips for Writing Better Reports]() - **Read:** [Report Template: Usability Test]() - **Read:** [The Perfect Report: How to Write It So that People Want to Read It]() - **Read:** [Speak More Effectively by Dale Carnegie]()

		Distribute ● Usability test assignment **3/6 weekly UI** *(due 3/13)* ● Assignment here. *(NOTE: This is your final Weekly UI for this semester)*
10	**Starts Sunday 3/18**	****** **SPRING BREAK WEEK** ******
11	**Starts Sunday 3/25**	**Topics** ● Writing and presenting user test results ● Outline for group usability meetings ● Eyetracking and other design/usability research ● Introduction to final project **Deadline for** ● Final project ideas due at the start of class on 3/29.

12	**Starts Sunday 4/1**	**Topics**
		● User test presentations (sample presentation)
		● Final project overview (presentation), continued
		
		Readings/viewings (to complete by the start of Week 13)
		● **View:** Design Thinking: A Quick Course in Creative Problem Solving (presentation)
		● **Listen:** Design Thinking (Harvard Business Review)
		● **Read:** Design Thinking Builds Strong Teams
		● **Read:** Design Thinking for a Better You
		
		Deadline for
		● Usability reports and presentations due at the start of class on April 3.
		
		Assign
		● Final project
		    ○ Presentation
		    ○ Assignment sheet

13	**Starts Sunday 4/8**	**Topics** ● Final project overview ● Usability presentations

		Readings/viewings (to complete by the start of Week 14) ● **Watch:** [Amy Webb's 8th Annual Tech Trends Presentation at the 2015 Online News Association Conference](#) ● **Review:** [2016 Tech Trends from Webbmedia Group](#) ● **Read:** [Augmented Reality: What does it mean for UX?](#) ● **Watch:** [How to Build Your Creative Confidence	David Kelley](#) ● **Watch:** [We are all designers](#) ● **Watch:** [Amy Webb's Tech Trends presentation at ONA 2016](#) ● **Read:** [2015 trends and predictions for web design](#) ● **Read:** [On China's Bleeding Edge: Web Design Trends 2015](#) ● **Watch:** [10 Tech Trends in Journalism: 10th Anniversary Edition](#)
15	**Starts Sunday 4/15**	**Topics** ● Refining your design challenge ● Final project and design thinking (presentation). **Readings/viewings (to complete by the start of Week 16)** ● Work on final project ● Presentation about final project
16	**Starts Sunday 4/22**	**Topics** ● How to give a pitch for your your project ([presentation](#)) ● In class work on final project ● Presentation about final project **Readings/viewings (to complete by the start of Week 15)** ● Work on final project ● Presentation about final project

FINAL EXAM PERIOD	**Friday, May 4 Noon – 2 pm**	● **FINAL PROJECT PITCHES**