MEJO 433-002 – UX STRATEGY AND DESIGN | SPRING 2024
UNC Hussman School of Journalism and Media
3 Credits | Remote/Online | Synchronous (Tuesdays, 9:00am-11:45am)

INSTRUCTOR
Lauren Waugh, Adjunct Professor
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OFFICE HOURS
By appointment | Meetings via Zoom

COURSE DESCRIPTION
Immersion in experience design (XD) for products and services with a focus on digital user experience (UX), interface design (UI), analytics and marketing strategies. Students use design thinking, research, data, testing, business models to engage diverse audiences. Required preparation: prior or concurrent visual design course, internship, or work experience demonstrating basic graphic design skills.

CLASS EXPECTATIONS
This course will teach you how to develop a UX strategy—through research, documentation, and user feedback— and design user-friendly experiences based on that strategy. You'll learn how to develop a work process that incorporates business strategy, research, customer mapping, rapid design prototyping, and user feedback, while also balancing the time constraints inherent in any design project. This course is progressive, with each class session and assignment building on the previous session's learnings. Work will be centered on a series of studio projects as well as lectures, readings, tutorials, and written assignments. Additionally, you'll participate in small group review sessions of your work as the semester progresses—peer feedback is invaluable and can often help us refine our work and see different perspectives. Design is also an intellectual activity, so we will discuss and critique professional and student design work during the semester. This will deepen your appreciation of experience design and teach you how to professionally evaluate and articulate strategic and creative ideas. By the end of the course, you will have developed an end-to-end UX Strategy and Design case study that you can add to your portfolio.

COURSE OBJECTIVES
- Learn the tenets of UX strategy and apply them through a series of progressive projects.
- Define a user problem and develop a UX-based strategy for a digital product that solves that problem.
- Develop provisional personas of the core users of your product.
- Validate your assumptions about the user problem and core users through interview-based research.
- Research and analyze the main competitors of your product.
- Storyboard your core customer journey to devise your design approach.
- Design wireframes and develop rapid prototypes using those wireframes.
- Conduct usability tests of your prototypes with your target users.
- Speak and write as a professional, presenting and defending business and creative ideas.
- Document and compile all your work into a case study presentation.

TEXTBOOK *Required, Available for purchase at the UNC Student Store*
UX Strategy, Second Edition (2021)
Jaime Levy 978-1-492-05243-2
O'Reilly Media

SOFTWARE *Required, Available free online*
Figma: Figma offers a free "Figma for Education" subscription. Subscribe via https://www.figma.com/education/.
Adobe Creative Cloud: A subscription is free to UNC students. Order via help.unc.edu.
Microsoft 365: A subscription is free to UNC students. Subscribe via selfservice.unc.edu.

ASSIGNMENTS & GRADING
Assignments are due in Canvas by class time (Tuesdays at 9am) on the specified due date. Because the assignments build on each other, it's in your best interest to meet deadlines to keep up with the pace of work. *Late assignments:* For each day that an assignment is late, 10% of your grade will be deducted for that assignment.

DETERMINATION OF GRADE
You are graded according to the highest professional standards. A grading rubric will be provided at the time each assignment is distributed. The breakdown in percentages is:

Part 1: Planning, Discovery, & Initial Research (Weeks 1-8)	25%
Part 2: Design, Prototyping & Online Research (Weeks 9-16)	30%
Part 3: Final UX Strategy Case Study	35%
Weekly class discussions	10%
	100%

All course assignments within projects 1 & 2 are equally weighted.

EXPLANATION OF COURSE LETTER GRADES*
A: Mastery performance that is above and beyond
B: Strong performance demonstrating a high level of attainment
C: An acceptable performance demonstrating an adequate level of attainment
D: Performance demonstrating a minimal passing level
F: For whatever reason, an extremely poor performance
For more information about grades see UNC Grade Definitions.

GRADING SCALE

A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69*
D	63-66
F	65 and below

*A *semester grade below a C- requires repeating this course to earn credit.*

EXPLANATION OF DESIGN GRADING AND FEEDBACK
Your grade will be based on objective and subjective criteria, as is the standard in creative arts and in professional practice, where your work is evaluated by clients and supervisors of differing backgrounds. To help you develop as a creative strategist and communication professional, I use a grading rubric that helps you understand your strengths and areas of opportunity. In class, you will receive feedback and evaluation during the design-making process and through online class critiques. Feedback takes the form of instructor/student conversations, peer critiques, class critiques, and grading comments. I cannot stress enough the importance of class discussions. I recommend you take notes during discussions to accelerate learning.

WEEKLY SCHEDULE

WEEK 1 | January 16 | Getting Started & What is UX Strategy?
WEEK 2 | January 23 | Initial Value Propositions
WEEK 3 | January 30 | Personas + Customer Discovery
WEEK 4 | February 6 | Personas + Customer Discovery

Week 5 | February 13 | No classes – Well Being Day

WEEK 6 | February 20 | Conducting Competitive Research
WEEK 7 | February 27 | Conducting Competitive Research
WEEK 8 | March 5 | Competitive Analysis Brief Presentations

Week 9 | March 12 | No classes – Spring Break

WEEK 10 | March 19 | Storyboarding
WEEK 11 | March 26 | Prototyping for Experiments
WEEK 12 | April 2 | Prototype Planning - *Working Session*
WEEK 13 | April 9 | Prototype Building - *Working Session*
WEEK 14 | April 16 | Conducting Online User Research
WEEK 15 | April 23 | Online User Research - *Working Session*
WEEK 16 | April 30 | Final Project Case Study - *Working Session*

FINAL EXAM | May 10 | Final project delivery by 5:00pm

SYLLABUS CHANGES
The instructor reserves the right to make changes to the syllabus including assignment due dates. These changes will be announced as early as possible.

ATTENDANCE
University Policy: As stated in the University's Class Attendance Policy, no right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:
1. Authorized University activities: University Approved Absence Office (UAAO) website provides information and FAQs for students and FAQs for faculty related to University Approved Absences
2. Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC)
3. Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).

MEJO433 Course Attendance Policy: I will not be taking attendance in class. However, to excel in this course, it is imperative that you participate in class discussions and complete assignments by the due dates. Showing up to class is a key to learning the material, giving and receiving real-time feedback, and to a successful culmination of work at the end of the semester.

Please be on time for class. Class starts at 9:00am, but just like in the classroom, I will be on Zoom at least 5 minutes early, so please come on as soon as you can. If you get there before me the system is setup to allow you to come into the waiting room. Once on Zoom, if anyone's connection becomes unstable or disconnects, please reconnect as soon as you can. This includes me as well. I ask that everyone fully participates in each class with their camera on.

ARTIFICIAL INTELLIGENCE (AI) USE POLICY
The following uses of generative AI tools are permitted in this course: *topic selection, brainstorming and idea generation, outlining and planning, drafting, and media creation.* AI can be a powerful learning aid and starting point for idea generation but remember to always question and validate the information it generates.

DIVERSITY STATEMENT
I value the perspectives of individuals from all backgrounds reflecting the diversity of our students. I broadly define diversity to include race, gender identity, national origin, ethnicity, religion, social class, age, sexual orientation, political background, and physical and learning ability. I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve. I appreciate any suggestions.

HONOR CODE
All students are expected to follow the guidelines of the UNC honor code. In particular, students are expected to refrain from "lying, cheating, or stealing" in the academic context. If you are unsure about which actions violate that honor code, please consult honor.unc.edu.

ACCESSIBILITY RESOURCES AND SERVICE
Accessibility Resources and Service (ARS – ars@unc.edu) receives requests for accommodations, and through the Student and Applicant Accommodations Policy determines eligibility and identifies reasonable accommodations for students with disabilities and/or chronic medical conditions to mitigate or remove the barriers experienced in accessing University courses, programs and activities. ARS also offers its Testing Center resources to students and instructors to facilitate the implementation of testing accommodations.

COUNSELING AND PSYCHOLOGICAL SERVICES
UNC-Chapel Hill is strongly committed to addressing the mental health needs of a diverse student body. The Heels Care Network website is a place to access the many mental health resources at Carolina. CAPS is the primary mental health provider for students, offering timely access to consultation and connection to clinically appropriate services. Go to their website https://caps.unc.edu/ or visit their facilities on the third floor of the Campus Health building for an initial evaluation to learn more. Students can also call CAPS 24/7 at 919-966-3658 for immediate assistance.

TITLE IX AND RELATED RESOURCES
Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at https://eoc.unc.edu/report-an-incident/ or by contacting the University's Title IX Coordinator (Elizabeth Hall, titleixcoordinator@unc.edu) or the Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu). Confidential resources include Counseling and Psychological Services and the Gender Violence Services Coordinators (gvsc@unc.edu). Additional resources are available at safe.unc.edu.

ACCEPTABLE USE POLICY (AUP)
By attending the University of North Carolina at Chapel Hill, you agree to abide by the University of North Carolina at Chapel Hill policies related to the acceptable use of IT systems and services. The Acceptable Use Policy (AUP) sets the expectation that you will use the University's technology resources responsibly, consistent with the University's mission. In the context of a class, it's quite likely you will participate in online activities that could include personal information about you or your peers, and the AUP addresses your obligations to protect the privacy of class participants. In addition, the AUP addresses matters of others' intellectual property, including copyright. These are only a couple of typical examples, so you should consult the full Information Technology Acceptable Use Policy, which covers topics related to using digital resources, such as privacy, confidentiality and intellectual property. Additionally, consult the Safe Computing at UNC website for information about data security policies, updates, and tips on keeping your identity, information, and devices safe.

POLICY ON NON-DISCRIMINATION

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's Policy Statement on Non-Discrimination offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered, and that equitable and consistent standards of conduct and performance are applied.

If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (email reportandresponse@unc.edu or see additional contact info at safe.unc.edu) or the Equal Opportunity and Compliance Office at https://eoc.unc.edu/report-an-incident/.