Module code	UED701	Level	7
Module title	**UX Design Lab**	**Credit value**	30
Programme(s) on which the module is taught	MA User Experience Design	**ECTS Credits**	15
		Notional learning hours	300

1. Pre-requisite modules

None

2. Module aims

In today's dynamic business environment, UX design is a sought-after skill which is essential for developing compelling user experiences. With a specific focus on understanding the end-to-end user journey and designing for interactive user engagement, you will follow the UX design process applying Human Computer Interaction (HCI) principles to designing meaningful experiences that forge strong connections between brands and consumers.

This module takes a multidisciplinary approach into cognitive psychology, marketing, product development, UX design and usability testing to impart the fundamentals of UX design which you will build upon as you work through the programme. Following the UX design lifecycle, you will learn how to evaluate the needs of users and how to apply effective interactions with technology rooted in HCI fundamentals and research methods to real-world cases. After studying this module, you will be able to demonstrate skills in prototyping and developing products which not only meet the functional requirements of users, but that also provide a satisfying user experience.

This module is centred around four pertinent themes: Understanding Client & User Needs, Prototyping, Design and Development, and Usability Testing in alignment with the UX design lifecycle. The delivery of the module will bring together a range of practitioners to explore themes through the vehicle of workshops. This module will culminate in you practically applying what you have learned through addressing a real-world brief.

3. Learning outcomes

Upon successful completion of this module, you will be able to:

LO 1: Understand and critically reflect on the role of a user experience strategist based on knowledge of HCI Science.
LO 2: Identify the requirements of a UXD project within the context of a business, its strategic objectives and its market.
LO 3: Construct a successful UX project by selecting, analysing and applying human computer interaction information.
LO 4: Design a UX project using research, collection, selection and analysis of data.
LO 5: Apply appropriate knowledge and tools to determine product requirements and create optimal user experiences.
LO 6: Apply relevant methods, production skills and technical competencies, understanding the processes at the forefront of creative UX design practice.

LO 7: Present ideas and design proposals in various forms, for a range of audiences, using the latest technologies.

LO 9: Manage teams and/or stakeholders in a UX Design Project in relation to a given business and its strategic objectives.

4. What you will do on the module

You will develop an understanding of the UX design lifecycle, and the techniques and approaches involved. You will explore these aspects through the themes of understanding client and user needs, prototyping, design and development, and user testing. You will demonstrate an understanding of a combination of these techniques through the application to a real-world case in the context of a UX designer. This module will impart an understanding of the UX design lifecycle which you will build upon throughout the programme of study.

5. Learning and teaching methods

This module employs a flipped learning approach encouraging engagement through debate and discussion. You will be challenged to address problems through contemporary developments in a series of engaging activities such as;

- Seminar/Lab sessions
- Self-directed online exercises
- Case study group work
- Discussion forums
- Micro-lectures
- Workshops
- An industry centred project

The notional learning hours for this module are:

30 credit module – 300 learning hours	
Directed learning	**55 hours**
Workshops / classes	55
Collaborative Learning	**11 hours**
Tutorials (1:1 and group, face-to-face and/or online) and asynchronous interaction	11
Self-directed learning	**234 hours**
Self-Directed learning (pre & post class)	117
Preparation for assessment, response to feedback and summative assessment	117
Total	**300 hours**

6. Assessment, formative feedback and relative weightings

There are two summative assessments to be undertaken within this module, which will culminate in a portfolio of work mirroring the development lifecycle used by UX designers within industry. Both assessments are based on a real-world brief, within which you will be required to prototype, develop and test an online presence confirming to UX design principles and techniques.

Summative Assessment 1: Group Project – Prototyping - Presentation 30 minutes, 1500-word individual reflection (+/- 10%) (40% TMM)
Based on the context of a real-world brief, you will work with peers in development teams (of approx. 4 members) to create a design brief. The brief will consist of a requirements analysis, user personas and prototypes of a solution. The team will present their design brief and prototypes to a panel. The individual component will involve a written reflection on the prototyping process, in which you will individually demonstrate a critical understanding on the techniques used.

Summative Assessment 2: Individual Project: UX Design and User Testing - Web solution, plus 1500-word report (+/-10%) (60% TMM)
Extending upon assessment one, you will design a web presence from the prototypes previously developed. This will be accompanied by a Design Report on how UX techniques and HCI fundamentals were applied in creating the web presence. The usability of the web presence will be evaluated using established usability testing methods and you will be expected to report upon insights from user testing.

Formative assessment
Prior to each summative submission, you will be able to submit a draft of your work in order to receive formative feedback and for discussion with the module tutor.

7. Mapping of assessment tasks for the module

Assessment tasks	Learning Outcomes									
	1	2	3	4	5	6	7	8	9	10
Assessment 1: Group Project – Prototyping - Presentation 30 minutes, 1500-word individual reflection		X		X	X		X	n/a	X	n/a
Assessment 2: Individual Project: UX Design and User Testing - Web solution, plus 1500-word report	X		X	X		X		n/a		n/a

8. Key resources

Sharpe, H, Preece, J & Rogers, Y (2019) *Interaction Design: Beyond Human Computer Interaction*. 5th Edition. Wiley.

Garrett, J (2010) *The Elements of User Experience: User Centered Design for the Web and Beyond*. New Riders.

Norman, D (2013) *The Design of Everyday Things: Revisited and Expanded Edition*. Wiley

Norman, D (2005) *Emotional Design: Why we Love (Or Hate) Everyday Things*. Basic Books.