

<b>Module code</b>	UED708	<b>Level</b>	7
<b>Module title</b>	<b>UX Project Management</b>	<b>Credit value</b>	30
<b>Programme(s) on which the module is taught</b>	MA User Experience Design	<b>ECTS Credits</b>	15
		<b>Notional learning hours</b>	300

### 1. Pre-requisite modules

None

### 2. Module aims

The overarching aims of this module is to equip you with the necessary skills to manage a UXD project within the context of a business. Leading a design team poses a unique set of challenges beyond usual leadership and management approaches. This module takes a strategic approach to managing projects to equip you with the appropriate knowledge and tools to not only manage UX design projects, but to devise strategies to add value in distinguishing offerings from that of competitors. In order to add value, a project manager must be able to motivate, empower and lead successful teams. As such, this module seeks to bridge the gap between the operational aspects of project management in a UXD context, and strategic perspectives.

The module is divided into two themes: Project Management Leadership Competencies, and Principles & Application of Project Management. Topics explored within these themes will impart you with the 'know how' of how to build relations with team members and deal with conflict whilst learning practitioner tools to deliver UXD projects on budget, on time and within the appropriate scope. During the delivery of this fast-paced and practical hands-on module, you will develop critical and creative thinking, along with reflective learning skills through a range of interactive and collaborative activities to solve problems at a strategic level. Throughout the delivery of this module, the course team will be joined by industry experts who contribute to short intensive blocks of learning.

### 3. Learning outcomes

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

- LO1: 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 4: Design a UX project using research, collection, selection and analysis of data.
- 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 8: Communicate effectively with diverse stakeholders in international settings.
- 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 knowledge and skills required to manage creative projects and devise strategies to add value. You will explore how the strategic project manager leads successful teams and manages UXD projects through the themes of leadership competencies and principles of project management. You will apply a combination of techniques to a specific context to demonstrate your understanding of themes by working both in project teams and individually to scope and plan a UX project.

#### 5. Learning and teaching methods

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

- Seminar/Lab sessions
- Self-directed online exercises
- Case study group work
- Discussion forums
- Micro-lectures
- Role-Play
- Panel Critiques
- 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 for this module, both authentic in nature to mirror industry practice. Each assessment has a formative component in that prior to each summative submission, you will present a draft of your summative explorations for formative feedback and discussion with the module leader.

**Summative Assessment 1: Scoping a UX Project - 30-minute presentation (incl. Q&A) plus 1,500 words (+/- 10%) (50% TMM)**

Based upon a real-world case study, you will work in teams to prepare a project scope and present this in the form of a proposal to a panel of experts. Through the presentation you will demonstrate the acquisition of excellent leadership, and communication skills. In addition to the group presentation, you will submit a portfolio of evidence demonstrating how you have used and developed your project leadership competencies whilst working with peers.

**Summative Assessment 2: Planning a UX Project - 2,000 words plus project plan (+/- 10%) (50% TMM)**

Based upon the UX Project scope presented in assessment one, you will work individually to use industry software in developing the project plan. This will be accompanied by a reflective report within which you will be required to critically discuss how you have actioned relevant theory into practice mirroring industry themes.

**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: Scoping a UX Project	X	X	n/a		n/a		X	X	X	
Assessment 2: Planning a UX Project		X	n/a	X	n/a	X				

**8. Key resources**

Burke, R & Barron, S (2014) *Project Management Leadership: Building Creative Teams*. Wiley

Lock, D (2013) *Project Management*. 10th ed, Gower Publishing

Madsen, S (2019) *The Power of Project Leadership: 7 Keys to Help You Transform from Project Manager to Project Leader*. 2nd ed, Kogan Page.