ICT751 User Experience Fundamentals T324 Brief

All information in the Subject Outline is correct at the time of approval. KOI reserves the right to make changes to the Subject Outline if they become necessary. Any changes require the approval of the KOI Academic Board and will be formally advised to those students who may be affected by email and via Moodle.

Information contained within this Subject Outline applies to students enrolled in the trimester as indicated

1. General Information

1.1 Administrative Details

Associated HE Award(s)	Duration	Level	Subject Coordinator
Master of Information Systems (MIS) Graduate Diploma of Information Systems (GDIS)	1 trimester	Postgraduate	Dr Aroba Khan aroba.khan@koi.edu.au P: +61 (2) 9283 3583 L: Level 1-2, 17 O'Connell St. Consultation: via Moodle or by appointment

1.2 Core/Elective

This subject is
- A core subject for the Master of Information System (MIS)
- A core subject for the Graduate Diploma of Information System (GDIS) for students from a cognate background

1.3 Subject Weighting

Indicated below is the weighting of this subject and the total course points

Subject Credit Points	Total Course Credit Points
4	MIS (64 Credit Points); GDIS (32 Credit Points)

1.4 Student Workload

Indicated below is the expected student workload per week for this subject

No. Timetabled Hours/Week*	No. Personal Study Hours/Week**	Total Workload Hours/Week***
3 hours/week plus supplementary online material	7 hours/week	10 hours/week

* Total time spent per week at lectures and tutorials
** Total time students are expected to spend per week in studying, completing assignments, etc.
*** Combination of timetable hours and personal study

1.5 Mode of Delivery Face-to-face unless otherwise notified (please check Moodle).

1.6 Pre-requisites NO

1.7 General Study and Resource Requirements

- Students are expected to attend classes with the weekly worksheets and subject support material provided in Moodle. Students should read this material before coming to class to improve their ability to participate in the weekly activities.
- Students will require access to the internet and their KOI email and should have basic skills in word processing software such as MS Word, spreadsheet software such as MS Excel and visual presentation software such as MS PowerPoint.
- Computers and WIFI facilities are extensively available for student use throughout KOI. Students are encouraged to make use of the campus Library for reference materials.

Software resource requirements specific to this subject: Office 365, MS Imagine, MS Excel, Figma, Sketch, TypeForm

1.8 Academic Advising

Academic advising is available to students throughout teaching periods including the exam weeks. As well as requesting help during scheduled class times, students have the following options:

- Consultation times: A list of consultation hours is provided on the homepage of Moodle where appointments can be booked.
- Subject coordinator: Subject coordinators are available for contact via email. The email address of the subject coordinator is provided at the top of this subject outline.
- Academic staff: Lecturers and Tutors provide their contact details in Moodle for the specific subject. In most cases, this will be via email. Some subjects may also provide a discussion forum where questions can be raised.
- Head of Program: The Head of Program is available to all students in the program if they need advice about their studies and KOI procedures.
- Vice President (Academic): The Vice President (Academic) will assist students to resolve complex issues (but may refer students to the relevant lecturers for detailed academic advice).

2. Academic Details

2.1 Overview of the Subject

User experience (UX) relates to how people interact with digital technology and systems. UX design aims to provide positive user experiences to build customer satisfaction and brand loyalty. The success of companies which have focused on providing better user experiences, such as Apple, highlights the commercial imperative of good UX design.
This subject focuses on understanding users and the methods and tools to design better user experiences for them in a real-world context. Students will learn to conduct ethical user research (including file studies, user interviews and surveys), apply UX design principles, develop prototypes, and evaluate UX design of existing information systems. Students will learn the importance of ethics and privacy in UX design. A stronger understanding of user experience can lead students to roles as user experience designers, user experience researchers, usability engineers, front-end developers, and information architects.

2.2 Graduate Attributes for Postgraduate Courses

Graduates of postgraduate courses from King's Own Institute will gain the graduate attributes expected from successful completion of a postgraduate degree under the Australian Qualifications Framework (2nd edition, January 2013). Graduates at this level will be able to apply advanced body of knowledge in a range of contexts for professional practice or scholarship and as a pathway for further learning.

King's Own Institute's key generic graduate attributes for a postgraduate degree are summarised below:

	KOI Postgraduate Degree Graduate Attributes	Detailed Description
	Knowledge	Current, comprehensive and coherent knowledge, including recent developments and applied research methods
	Critical Thinking	Critical thinking skills to identify and analyse current theories and developments and emerging trends in professional practice
	Communication	Communication and technical skills to analyse and theorise, contribute to professional practice or scholarship, and present ideas to a variety of audiences
	Research and Information Literacy	Cognitive and technical skills to access and evaluate information resources, justify research approaches and interpret theoretical propositions
	Creative Problem Solving Skills	Cognitive, technical and creative skills to investigate, analyse and synthesise complex information, concepts and theories, solve complex problems and apply established theories to situations in professional practice
	Ethical and Cultural Sensitivity	Appreciation and accountability for ethical principles, cultural sensitivity and social responsibility, both personally and professionally
	Leadership and Strategy	Initiative, leadership skills and ability to work professionally and collaboratively to achieve team objectives across a range of team roles Expertise in strategic thinking, developing and implementing business plans and decision making under uncertainty
	Professional Skills	High level personal autonomy, judgement, decision-making and accountability required to begin professional practice

Across the courses, these skills are developed progressively at three levels:

- **Level 1 Foundation –** Students learn the skills, theories and techniques of the subject and apply them in stand-alone contexts
- **Level 2 Intermediate –** Students further develop skills, theories and techniques of the subject and apply them in more complex contexts, beginning to integrate the application with other subjects
- **Level 3 Advanced** – Students have a demonstrated ability to plan, research and apply the skills, theories and techniques of the subject in complex situations, integrating the subject content with a range of other subject disciplines within the context of the course

Generally, skills gained from subjects in the Graduate Certificate and Graduate Diploma are at levels 1 and 2 while other subjects in the Master's degree are at level 3.

2.3 Subject Learning Outcomes

Listed below, are key knowledge and skills students are expected to attain by successfully completing this subject:

Subject Learning Outcomes	Contribution to Course Graduate Attributes
a) Critically review UX design and propose strategies to improve the user experience for information system users in real-world contexts.	
b) Identify user requirements and evaluate interfaces for modern information systems from a user design perspective.	
c) Design, develop and evaluate accessible user experience elements	

in a variety of business contexts.	
d) Collaborate in a team to create user experience design deliverables and communicate results to a variety of potential stakeholders.	

2.4 Subject Content and Structure

Below are details of the subject content and how it is structured, including specific topics covered in lectures and tutorials. Reading refers to the text unless otherwise indicated.

Weekly Planner:

Week (beginning)	Topic covered in each week's lecture	Reading(s)	Expected work as listed in Moodle
1 28 Oct	Introduction to user experience, required skills and its importance	Ch 1 Benyon (2019)	Review questions related to the concerns and importance of UX
2 04 Nov	Understanding the framework of UX and cross channel UX	Ch 3 and 4 Benyon (2019)	Review questions related UX framework
3 11 Nov	Usability, design principles and experience design	Ch 5 and 6 Benyon (2019)	Review questions related to accessibility, usability, design principles and engagement
4 18 Nov	Design understanding and requirement gathering techniques	Ch 7 Benyon (2019)	Review question related to design requirement gathering techniques **Assessment 2: due Individual Report**
5 25 Nov	Data in information systems and impact of visualisation on user experience	Recommended readings provided on Moodle	Review questions related to the business data requirements and visualisation. Create surveys using Typeform
6 02 Dec	Ethical design and the importance of privacy in UX design	Recommended readings provided on Moodle	Review questions related to ethical user research, ethical design, and the importance of privacy in UX design
7 09 Dec	Envisioning using sketching, visualising, and storyboarding	Ch 8 Benyon (2019)	Review questions related to storyboards, sketching, journey maps, wireframes and prototypes using Figma or Sketch **Assessment 3: due Individual User Experience Research Report**

Week (beginning)	Topic covered in each week's lecture	Reading(s)	Expected work as listed in Moodle
8 16 Dec	UX design, conceptual and physical design	Ch 9 Benyon (2019)	Review questions related to UX design and designing interactions. Improve design using Figma.
9 06 Jan	Evaluation techniques	Ch 10 Benyon (2019)	Review questions related to the evaluation of interactive systems **Assessment 4: due Planning**
10 13 Jan	Global computing and its challenges for UX	Ch 19 Benyon (2019)	Review questions related to the global computing and the distributed information spaces created by them.
11 20 Jan	Cognition and action of UX Design	Ch 23 Benyon (2019)	Review questions related to cognitive processing and impact on user experiences **Assessment 4: due Case study (Report)**
12 28 (Tue) Jan	Social interaction and UX design	Ch 24 Benyon (2019)	Readings on Social interaction and user experiences. **Assessment 4: due Case study (Presentation)**
13 03 Feb	Study review week and Final Exam Week		
14 10 Feb	Examinations Continuing students - enrolments for T125 open		Please see exam timetable for exam date, time and location
15 17 Feb	Student Vacation begins New students - enrolments for T125 open		
16 24 Feb	• Results Released • Review of Grade Day for T324 – see Sections 2.6 and 3.2 below for relevant information. • Certification of Grades NOTE: More information about the dates will be provided at a later date through Moodle/KOI email.		
T125 3 Mar 2025			
1 03 Mar	Week 1 of classes for T125		

2.5 Teaching Methods/Strategies

Briefly described below are the teaching methods/strategies used in this subject:

- *Lectures* (1 hours/week) are conducted in seminar style and address the subject content, provide motivation and context and draw on the students' experience and preparatory reading.
- *Tutorials* (2 hours/week) include class discussion of case studies and research papers, practice sets and problem-solving and syndicate work on group projects. Tutorials often include group exercises and so contribute to the development of teamwork skills and cultural understanding. Tutorial participation is an essential component of the subject and contributes to the development of many of the graduate attributes (see section 2.2 above). Tutorial participation contributes towards the assessment in many subjects (see details in Section 3.1 for this subject). Supplementary tutorial material such as case studies, recommended readings, review questions etc. will be made available each week in Moodle.
- *Online* teaching resources include class materials, readings, model answers to assignments and exercises and discussion boards. All online materials for this subject as provided by KOI will be found in the Moodle page for this subject. Students should access Moodle regularly as material may be updated at any time during the trimester
- *Other contact* - academic staff may also contact students either via Moodle messaging, or via email to the email address provided to KOI on enrolment.

2.6 Student Assessment

Assessment is designed to encourage effective student learning and enable students to develop and demonstrate the skills and knowledge identified in the subject learning outcomes. Assessment tasks during the first half of the study period are usually intended to maximise the developmental function of assessment (formative assessment). These assessment tasks include weekly tutorial exercises (as indicated in the weekly planner) and low stakes graded assessments (as shown in the graded assessment table). The major assessment tasks where students demonstrate their knowledge and skills (summative assessment) generally occur later in the study period. These are the major graded assessment items shown in the graded assessment table.

Final grades are awarded by the Board of Examiners in accordance with KOI's Assessment and Assessment Appeals Policy. The definitions and guidelines for the awarding of final grades within the BIT degree are:

- *HD High distinction* (85-100%): an outstanding level of achievement in relation to the assessment process.
- *D Distinction* (75-84%): a high level of achievement in relation to the assessment process.
- *C Credit* (65-74%): a better than satisfactory level of achievement in relation to the assessment process.
- *P Pass* (50-64%): a satisfactory level of achievement in relation to the assessment process.
- *F Fail* (0-49%): an unsatisfactory level of achievement in relation to the assessment process.
- *FW:* This grade will be assigned when a student did not submit any of the compulsory assessment items.

Provided below is a schedule of formal assessment tasks and major examinations for the subject.

Assessment Type	When Assessed	Weighting	Learning Outcomes Assessed
Assessment 1: Weekly Tutorials	Week 1 – Week 10	10%	a, b, c, d
Assessment 2: Individual Report (Review/Critique of existing UX designs) (1000 words)	Week 4	20%	a
Assessment 3: Individual User Experience Research Report (1000 words)	Week 7	25%	b
Assessment 4: (Group assessment) UX design based on a given case study Planning: Group - 800 words Report: Group Implementation - 15% (1000 words) Individual contribution - 10% (500 words)	Week 9 – Planning (Group) Week 11- Report (Group and Individual) Week 12 – Presentation (Group and Individual)	Part A: Planning: 10% Part B: Implementation: 25% Group – 15% Individual – 10% Part C: Presentation: 10% Group – 5% Individual – 5%	c and d

Requirements to Pass the Subject:

To gain a pass or better in this subject, students must gain a *minimum of 50%* of the total available subject marks.

2.7 Prescribed and Recommended Readings

Provided below, in formal reference format, is a list of the prescribed and recommended readings.

Prescribed Text:

Benyon, D., 2019. *Designing User Experience: A guide to HCI, UX and interaction design*. 4th ed. Pearson.

Recommended Readings:

Yvonne Rogers, Helen Sharp, Jennifer Preece, 2023. Interaction Design: Beyond Human-Computer Interaction, 6th Edition, Wiley

Anthony Conta, August 2023. The Art and Science of UX Design: A step-by-step guide to designing amazing user experiences, O'Reilly

Recommended Periodicals

Yvonne Rogers, Helen Sharp, Jennifer Preece, 2023. Interaction Design: Beyond Human-Computer Interaction, 6th Edition, Wiley

Anthony Conta, August 2023. The Art and Science of UX Design: A step-by-step guide to designing amazing user experiences, O'Reilly

Kivijärvi, H., & Pärnänen, K. (2023). Instrumental usability and effective user experience: Interwoven drivers and outcomes of Human-Computer interaction. *International Journal of Human–Computer Interaction*, *39*(1), 34-51.

Moore, R. J., An, S., & Ren, G. J. (2023). The IBM natural conversation framework: a new paradigm for conversational UX design. *Human–Computer Interaction*, *38*(3-4), 168-193.

Suggested Periodicals:

Lu, Y., Yang, Y., Zhao, Q., Zhang, C. and Li, T.J.J., 2024. AI Assistance for UX: A Literature Review Through Human-Centered AI. *arXiv preprint arXiv:2402.06089*.

Santoso, M.F., 2024. Implementation Of UI/UX Concepts And Techniques In Web Layout Design With Figma. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, *6*(2), pp.279-285.

Jang, H. and Han, S.H., 2022. User experience framework for understanding user experience in blockchain services. *International Journal of Human-Computer Studies*, *158*, p.102733.

Jitnupong, B. and Jirachiefpattana, W., 2018. Information system user interface design in 164, p. 01006). EDP Sciences.

Koyaz, M. and Ünlü, A., 2022. Human-centred performance criteria for adaptive façade design: Based on the results of a user experience survey. *Building and Environment*, 222, p.109386.

Kruger, R., Brosens, J. and Hattingh, M., 2020, April. A Methodology to Compare the Usability of Information Systems. In *Conference on e-Business, e-Services and e-Society* (pp. 452-463). Springer, Cham.

Reig, S., Fong, T., Forlizzi, J. and Steinfeld, A., 2022. Theory and Design Considerations for the User Experience of Smart Environments. *IEEE Transactions on Human-Machine Systems*.

Schulz, K., Rauenbusch, J., Fillies, J., Rutenburg, L., Karvelas, D. and Rehm, G., 2022. User Experience Design for Automatic Credibility Assessment of News Content About COVID-19. *arXiv preprint arXiv:2204.13943*.

Zaki, T. and Islam, M.N., 2021. Neurological and physiological measures to evaluate the usability and user-experience (UX) of information systems: A systematic literature review. *Computer Science Review*, *40*, p.100375.

Extra Resources

Gube, J., 2010. What is user experience design? overview, tools and resources, Smashing Magazine. [online] Available at: https://www.smashingmagazine.com/2010/10/what-is-userexperience-design-overview-tools-and-resources/.

Mielke, C., 2021. Useful UX guidelines, tools and resources, Smashing Magazine. [online] Available at: https://www.smashingmagazine.com/2021/12/tools-tips-resources-to-buildbetter-user-experiences/.

Mesibov, M., 2022. How to use storytelling in UX, Smashing Magazine.[online] Available at: https://www.smashingmagazine.com/2022/04/use-storytelling-ux/.

Uxbooth.com., 2018. Complete Beginner's Guide to UX Research | UX Booth. [online] Available at: https://www.uxbooth.com/articles/complete-beginners-guide-to-designresearch/.

Conference/ Journal Articles:

Lu, Y., Yang, Y., Zhao, Q., Zhang, C. and Li, T.J.J., 2024. AI Assistance for UX: A Literature Review Through Human-Centered AI. arXiv preprint arXiv:2402.06089.

Santoso, M.F., 2024. Implementation Of UI/UX Concepts And Techniques In Web Layout Design With Figma. Jurnal Teknologi Dan Sistem Informasi Bisnis, 6(2), pp.279-285.

Students are encouraged to read peer reviewed journal articles and conference papers. Google Scholar provides a simple way to broadly search for scholarly literature. From one place, you can search across many disciplines and sources: articles, theses, books, abstracts and court opinions, from academic publishers, professional societies, online repositories, universities and other web sites.

Useful Websites:
The following industry websites are useful introductory sources covering a range of information useful for this subject.
https://www.interaction-design.org/literature/article/apple-s-product-development-process-inside-the-world-s-greatest-design-organization

https://www.interaction-design.org/literature/article/apple-s-product-development-process-inside-the-world-s-greatest-design-organization