

INSC 430: User Experience Foundations

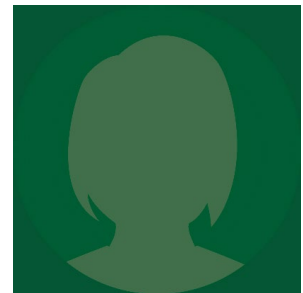
Spring 2021

COURSE INFORMATION

INSC 430: User Experience Foundations, Spring 2021. Three credit hours
University of Tennessee, Knoxville
Course Mode: Online, synchronous (possibility for asynchronous)
Class Meetings: Tuesdays and Thursdays, 1:10 pm – 2:25 pm EST
ZOOM Course ID/Link: <https://tennessee.zoom.us/j/8365393894>

Faculty Contact Information

- Dr. Dania Bilal
- danial@utk.edu
- COM 451
- 865.974.3689
- <https://sis.utk.edu/dania-bilal/>
- By appointment (virtual only)



SIS Office Information

- 450 Communications Bldg.
- 1345 Circle Park Drive
- Knoxville, TN 37996-0341
- SIS Office: 865.974.2148
- Fax (SIS): 865.974.4667

Welcome Statement

It is my pleasure to have you in this course. Welcome to SIS and the undergraduate major in information sciences.

COURSE INFORMATION

Catalog Description

This is the introductory course for the UCD concentration in the BSIS degree. In this course students will learn about the fundamentals, theories of what is user experience (UX), what constitutes the field of study, research methods and applications of UX. Students will be exposed to the functional, aesthetic, and experience design process and its role in usability. Prerequisite: INSC 311.

Student Learning Outcomes

Students who complete this course will be capable of demonstrating awareness, knowledge, and/or understanding of

1. Key concepts of UX
2. Guiding principles of UX
3. Theories and human cognition
4. Major elements of UX (person (intentions, perceptions, etc.), system, interaction, responses, etc.)
5. Applying UX design elements within context of use
6. Planning for the entire UX process for an application
7. User research
8. Interaction design, inclusive design, visual design, and information architecture
9. Measuring and evaluating usability of a product

COVID-19 STATEMENT

The UT classroom policies pertaining to absences due to COVID-19, making up missed work, and resources about COVID-19 are at <https://teaching.utk.edu/wp-content/uploads/sites/78/2020/11/COVID-19-Syllabus.pdf>. Let me know if you have any questions about the policies.

Course Design

This course adopts an active learning approach. It is delivered synchronously via ZOOM. Course content will incorporate lectures, activities, demos, discussion, hands-on activities, and possible field experience (depending on COVID-10 situation). You will complete small group and individual assignments. Course content and activities will be managed via Canvas. You will use Canvas to submit your assignments and your grades will also be returned using this system.

Required Text(s)

Voil de, N. (2019 or 2020). *User Experience Foundations*. Published by BCS Learning & Development Limited. ISBN-10: 1780173490; ISBN-13: 978-1780173498.



- Additional materials from outside of the textbook will be announced in advance and/or posted in Canvas course site.

COMMUNICATION

Email

I am required to communicate with you through your UTK email address. If you prefer to use another address, consult the [OIT Helpdesk](#) to obtain directions for forwarding your UTK email to your preferred address if you do not wish to check both accounts.

Instructor Availability

Due to Covid-19, I will not be available on campus most of the time. Feel free to contact me via email if you wish to make an appointment, ask questions, or if you have concerns. I will typically respond within 24 hours during the week and 48 hours or longer on the weekend. I will notify you if I will be out of town and if connection issues may delay a response.

I will be available one hour before each class meeting (no appointment is needed) to meet with you or answer your questions via email or over the phone.

COMPUTING REQUIREMENTS AND RESOURCES

Requirements

This class requires you to be comfortable with different technologies, including Online@UT (Canvas and Zoom), the Internet and world wide web, word processing, and presentation software.

There are campus resources to support your use of technology (see list below), but ultimately it is your responsibility to make sure you have the necessary technical equipment and knowledge needed.

Course Resources

- Technology at SIS: <http://www.sis.utk.edu/sis-technology>
- UT Office of Information Technology (OIT): <https://oit.utk.edu/Pages/default.aspx>.
- The <http://lynda.com> website is a great source, with tutorials and video on everything from Google Drive to our own out-of-class software Canvas, so check it out, at <https://oit.utk.edu/Training/online-training/lynda/Pages/default.aspx> . You'll need your UTK netid and password to access Lynda.com free of charge.
- Information about using Zoom: <https://oit.utk.edu/teachingtools/liveonline/best-practices-for-participants/>
- UT Libraries: <http://lib.utk.edu>

Technical Support

Online @UT Canvas Resources for Students: <https://oit.utk.edu/teachingtools/online/student-resources/>

Office of Information Technology (OIT) HelpDesk: <https://help.utk.edu/footprints/contact/> , or (865) 974.9900.

SIS Technical Support: dgreene@utk.edu

COURSE ATTENDANCE AND PARTICIPATION POLICIES

Learner Expectations

- Be prepared for all classes.
- Be on time for classes.
- Be respectful of others.
- Actively contribute to the learning activities in class.
- Abide by the UT Honor Code.
- Read the assigned materials.
- Submit assignments on time. Late submissions will incur penalty.
- Check your email and canvas on a regular basis for announcements.
- Email me directly instead of using canvas email.
- Get involved in constructive class discussions and activities to earn participation points.
- Use audio in Zoom for asking questions or engaging in discussions. Use Zoom text chat minimally.
- Be respectful of all classmates, regardless of age, gender, color, background, culture, disability, or other diversity.
- Be respectful in communicating with the instructor.
- Be prepared to work in small groups on activities and possibly projects or assignments.
- Use technology and software such as Zoom and Canvas, among others, and associated features **responsibly** and ensure **safety** and **security**. [See also the **Disclaimer** section].

Instructor Expectations

- Be prepared for all classes.
- Evaluate all work fairly and equitably.
- Be respectful of all students.
- Create and facilitate meaningful learning environment.
- Create and facilitate meaningful learning activities.

Attendance and Participation

It is assumed that each student will miss no more than one session and will speak in class -- the equivalent of a "B" grade for "participation." Missing more classes or failing to participate will lower your grade; frequent participation will raise the grade. Regular attendance is required and necessary. A substantial portion of your grade will be based on in-class work and participation. Unexplained absences will affect your grade. Contact me as soon as possible if you cannot attend class. If you must be absent from class, you must:

- Inform me in advance or as soon as possible after class
- Submit any work due from the missed class period
- Obtain notes, handouts, and so forth from Canvas

Acceptable reasons for absence from class include:

- Illness,
- Serious family emergencies,
- Military obligation,
- Severe weather conditions,
- Religious holidays and
- Obligations for court imposed legal obligations (i.e., jury duty and subpoena)
- Other reasons (at the instructor's discretion).

Missing more than one class meeting for reasons other than those listed above will have a negative impact on your course participation grade.

Attendance Considerations Due to COVID-19

UT policy is at, https://provost.utk.edu/wp-content/uploads/sites/10/2020/08/attendance_considerations_due_to_COVID-19.pdf

Class Cancellation

Should it be necessary to cancel a class meeting, I will inform you in advance via email and in announcement on Canvas course site.

Look for e-mail announcements via Canvas.

Inclement Weather

The chancellor (or appointed representative) may officially close or suspend selected activities of the university because of extreme weather conditions. When a decision to close is made, it applies to all classes (whether on-campus or online). The information is distributed to the campus community, shared with local media, and posted on the University homepage at <http://utk.edu>.

ADDITIONAL POLICIES AND POINTS OF INFORMATION

Disability Services

Any student who feels they may need an accommodation based on the impact of a disability should contact [Student Disability Services](#) in Dunford Hall at 865-974-6087, or by video relay at 865-622-6566, to coordinate reasonable academic accommodations.

University Civility Statement

Civility is genuine respect and regard for others: politeness, consideration, tact, good manners, graciousness, cordiality, affability, amiability and courteousness. Civility enhances academic freedom and integrity, and is a prerequisite to the free exchange of ideas and knowledge in the learning community. Our community consists of students, faculty, staff, alumni, and campus visitors. Community members affect each other's well-being and have a shared interest in creating and sustaining an environment where all community members and their points of view are valued and respected. Affirming the value of each member of the university community, the campus asks that all its members adhere to the principles of civility and community adopted by the campus. For more information, see the [UT Principles of Civility and Community](#).

CCI Diversity Statement

The College of Communication and Information recognizes that a college diverse in its people, curricula, scholarship, research, and creative activities expands opportunities for intellectual inquiry and engagement, helps students develop critical thinking skills, and prepares students for social and civic responsibilities. All members of the College benefit from diversity and the quality of learning, research, scholarship and creative activities is enhanced by a climate of inclusion, understanding and appreciation of differences and the full range of human experience. As a result, the College is committed to diversity and equal opportunity and it recognizes that it must represent the diversity inherent in American society. The College is acutely aware that diversity and fairness are foundations that unite the College's faculty, staff, students, and the larger communication and information community.

Instructor Status as a Title IX Mandatory Reporter

University of Tennessee faculty are committed to supporting our students and upholding gender equity laws as outlined by Title IX. Please be aware that if you choose to confide in a faculty member regarding an issue of sexual misconduct, dating violence, or stalking, we are obligated to inform the University's Title IX Coordinator, who can assist you in connecting with all possible resources both on- and off-campus. If you would like to speak with someone confidentially, the Student Counseling Center (865-974-2196) and the Student Health Center (865-974-3135) are both confidential resources. For additional resources and information, visit titleix.utk.edu.

HELP Line

If you have any mental health or well-being concerns, contact [865-974-HELP](tel:865-974-HELP)(4357)—Help is available 24/7.

ASSIGNMENTS, ASSESSMENTS, AND EVALUATIONS

Academic Integrity

Students should be familiar with the [Hilltopics Student Handbook](#), and comply with all academic policies. This includes the University of Tennessee Honor Statement and the Academic Integrity Policy.

The Honor Statement reads: “*An essential feature of the University of Tennessee, Knoxville is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. ‘As a student of the university, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity.’*” For more information, see the Honor Statement on the Academic Policies and Procedures page of the current [catalog](#) for student and faculty responsibilities.

The Academic Integrity policy reads: “*Study, preparation and presentation should involve at all times the student’s own work, unless it has been clearly specified that work is to be a team effort. Academic honesty requires that the student present his or her own work in all academic projects, including tests, papers, homework, and class presentation. When incorporating the work of other scholars and writers into a project, the student must accurately cite the source of that work.*” For additional information, see the [Student Code of Conduct](#).

Plagiarism

Plagiarism in any of its forms is intolerable, and attention to matters of documentation in all written work is expected and required. Inadvertence, alleged lack of understanding, or avowed ignorance of the various types of plagiarism are not acceptable excuses.

Specific examples of plagiarism are:

1. Copying without proper documentation (quotation marks and a citation) written or spoken words, phrases, or sentences from any source.
2. Summarizing without proper documentation (usually a citation) ideas from another source (unless such information is recognized as common knowledge).
3. Borrowing facts, statistics, graphs, pictorial representations, or phrases without acknowledging the source (unless such information is recognized as common knowledge).

4. Collaborating on a graded assignment without the instructor's approval.
5. Submitting work, either in whole or in part, created by a professional service and used without attribution (e.g., paper, speech, bibliography, or photograph).

Students who may be unsure of the nature of plagiarism should consult the instructor or a guide for writing research reports. Resources are available through the University Libraries, including a [Citing Sources guide](#).

Infractions of academic integrity are penalized according to the severity of the infraction but may include a course grade of "F."

Assignments & Examinations

This table provides a brief summary of assignment by name, due date, point value and percentage of final grade. A brief description of each assignment follows the table. It also includes examinations.

Please note that the assignments are subject to change. I will notify you in advance if such change occurs.

Assignments/Examinations	Point Value	Percentage of Final Grade	Due Date
1. Job opportunities & employment in UX (individual)	10	10%	2/9
2. Gathering user needs & requirements (small group)	15	15%	3/2
<i>Mid-term examination</i>	10	10%	3/23
3. Information architecture & prototyping (individual)	15	15%	4/13
4. Usability evaluation (small group) Class presentations	15 5	15% 5	4/27
<i>Final examination</i>	15	15%	5/6
Canvas discussion activities (3 activities)	10	10%	See course schedule
Attendance and constructive synchronous participation	5	5%	
Total	100	100%	

Brief Description of Assignments

Assignment #1: Job opportunities & employment in UX: For this assignment, you will use resources to find information about job opportunities and employment in UX. You will write a short essay about your findings.

Assignment 2: Gathering user needs & requirements: For this assignment you will identify a product or interface of interest to you, recruit users or clients to interact with and use the product or system, observe users' interaction and use of the product or system, take notes during the observation, and conduct an interview with each user following the observation to learn about the user experience.

Assignment #3: Information architecture and prototyping: For this assignment (parts a and b), you will use the data collected from the observations of and interviews with the users or clients to create the information architecture for the product or interface. Then, you will use software to prototype the product or interface.

Assignment # 4: Usability evaluation: For this assignment, you will measure the iterative prototype and evaluate the prototype's final version with users or clients. Included is assessing the user experience.

Class presentation: Assignment 4

Examination

There is one mid-term exam and one final exam. These will have true/false, multiple choice, and possibly short answer questions.

Preparing Assignments

Student work is assigned a grade based on quality of thought and writing style, thoroughness of research and of references, appropriateness of length, and originality. Only exceptional work will receive an "A" grade.

- *I prefer that you use APA style.*
- *All sources must be cited; quotations must be formatted and attributed correctly. Not doing so constitutes plagiarism.*
- *Grades for assignment submissions that include incomplete in-text citations or reference lists will be lowered by one-half grade level (e.g., an assignment that would have received 17/20, or an 85/100: B, will be lowered to 16/20, 80/100: B-).*
- *All assignments must be word-processed, double-spaced, with 1-inch margins and include your name, date, and course number.*
- *Paginate all assignments.*

Submitting Assignments

*Assignments are due by 11:59 p.m. EST/EDT on the due date listed on the syllabus, unless otherwise noted on the syllabus (such as for your final exam). I will download the submissions from Canvas early the next morning. **I will ONLY download assignments from Canvas ONCE.** Therefore, if your assignment is not submitted by the deadline, you will incur penalty.*

- *You must send me an email informing me that your assignment will be late. **Not doing so will result in a one-point deduction for each 24-hours I don't hear from you.***
- *When the assignment is ready, you must submit it to me via email, as an attachment.*
- *One point will be deducted for each 24-hour period the assignment is not turned in*

Assigning Grades

Please note that I do not assign letter grades for individual assignments, but will mark your paper with my comments and provide a point score. If you'd like to compute a letter grade based on the score provided, divide

Grading Scale

Semester grades will be assigned according to the following scale:

A	93-100	Superior performance (4 quality points)
A-	90-92.99	Intermediate superior performance (3.7 quality points)
B+	88-89.99	Very good performance (3.3 quality points)
B	83-87.99	Good performance (3.0 quality points)
B-	80-82.99	Intermediate good performance (2.7 quality points)
C+	78-79.99	Fair performance (2.3 quality points)
C	73-77.99	Satisfactory performance (2.0 quality points)
C -	70-72.99	Unsatisfactory performance (1.7 quality points)
D+	68-69.99	Unsatisfactory performance (1.3 quality points)
D	63-67.99	Unsatisfactory performance (1.0 quality points)
D -	60-62.99	Unsatisfactory performance (0.7 quality points)
F	0-59.99	Failure performance (0.0 quality points)
S		Satisfactory; only assigned for C or better work when a course is taken on a S/NC grading basis. Carries no point value.
NC		No Credit; indicates failure to complete a course satisfactorily, and is only assigned for C- or worse work when a course is taken on a S/NC grading basis. Carries no point value.
I		Under extraordinary circumstances and at the discretion of the instructor, the grade of I (Incomplete) may be awarded to students who have satisfactorily completed a substantial portion of the course but cannot complete the course for reasons beyond their control. An I carries no quality points. If the I grade is not removed within one calendar year or upon graduation, it shall be changed to an F and count as a failure in the computation of the grade point average.
W		Indicates student has officially withdrawn from the course or the university. Carries no point value.

Incompletes

Based on adopted University of Tennessee-Knoxville policy, a grade of *I* (Incomplete) is reserved for emergencies that prevent the student from completing the course on time. Incompletes are granted only under "the most unusual of circumstances" and solely at the discretion of the instructor. Plan your semester's course of study carefully to insure sufficient time to complete the required work. For students who simply "disappear" without contacting the instructor and without completing the required form, an "F" is submitted.

COURSE EVALUATION

You will be invited by email to evaluate the course at the end of the term via TNVoice. Please participate in this valuable process. I also invite your comments throughout the course and read all comments, suggestions, and recommendations.

DISCLAIMER

- *Be aware revisions may be made to this syllabus over the course of the semester. As such, the content contained within may be subject to change.*
- The instructor is not to be held responsible for any mishaps, injury, or other issues due to attending this class using mobile phones while driving. Such use is not recommended.
- The instructor is not to be held responsible to any mishaps, injury, or other issues/problems caused by using the technology such as Zoom software, microphone to enable the audio, regardless of whether such use is through mobile phones, tablets, laptops, or desktop computers.

COURSE OUTLINE

The course outline is subject to change. I will notify you in advance for any change made to the outline and due dates.

Session	Date	Topic	Assigned Readings	Assignment & other Due Dates
1	01/21	Introduction	None	None
Module 1: Users, Needs, and Behaviors				
2	01/26	Concepts & context of UX	Text, chap. 2	Class discussion of student experience with system or product use
3	01/28	Concepts & context of UX	Text, chap. 2	<i>Planning for Assignment #2: Identify product/interface & target users</i> Class discussion of readings
4	02/02	Guiding principles of UX	Text, chap. 3	Class discussion of readings
5	02/04	Guiding principles of UX	Text, chap. 3	<i>Planning for Assignment #2: Recruit target users</i> Class discussion of readings
6	02/09	User research	Text, chap. 4	Assignment #1: Job opportunities
7	02/11	User research	Text, chap. 4	<i>Planning for Assignment #2: Identify where to observe target users and how; human subjects & IRB requirements</i> Class discussion of job opportunities in UX
8	02/16	User research	Text, chap. 4	Canvas discussion activity # 1: Human Subjects; IRB requirements Class discussion of assigned readings
9	02/18	User research	Text, chap. 4	<i>Planning for Assignment #2: developing materials for user observation and interview & user tasks</i> Class discussion of assigned readings

Module 2: Products, systems & interfaces				
11	02/23	Interfaces UX lifecycle	<i>Will be provided by Dr. Bilal</i>	<i>*Planning for Assignment #2: Data collection and analysis</i> Canvas discussion activity # 2: user research
12	02/25	Interfaces UX lifecycle	<i>Will be provided by Dr. Bilal</i>	<i>Planning for Assignment #2: Identify/extract user needs and requirements & begin writing the findings</i> Class discussion of assigned readings
Module 3: UX Design				
13	03/02	Context of use	Text, chap. 5	Assignment # 2: User needs & requirements Class discussion of assigned readings
14	03/04	Context of use	Text, chap. 5	Class discussion of assigned readings
15	03/09	Information architecture	Text, chap. 7	Class discussion of assigned readings
16	03/11	Information architecture	Text, chap. 7	Class discussion of assigned readings
16	03/16	Interaction design	Text, chap. 8	Class discussion of assigned readings
17	03/18	Review for mid-term exam	All previous readings	Canvas discussion activity # 3: Journey and Story Maps
18	03/23	Interaction design	Text, chap. 8	Mid-term exam
19	03/25	Visual design	Text, chap. 9	Feedback on mid-term exam Class discussion of assigned readings
20	03/30	Interface prototyping	Text, chap. 10	Class discussion of assigned readings
21	04/01	Interface prototyping	Text, chap. 10	Class discussion of assigned readings
22	04/06	Emotional design	<i>Will be provided by Dr. Bilal</i>	Class discussion of assigned readings
23	04/08	Measuring usability	Text, chap. 6	Class discussion of assigned readings
Module 4: System Evaluation				
24	04/13	Measuring usability	Text, chap. 6	Assignment #3: Information architecture & prototyping

				discussion of assigned readings
25	04/15	Usability evaluation	Text, chap. 11	Class discussion of assigned readings
26	04/20	Usability evaluation	Text, chap. 11	Class discussion of assigned readings
27	04/22	Closing the UX Lifecycle	<i>Will be provided by Dr. Bilal</i>	Class discussion of assigned readings
28	04/27	Course wrap up & review for final exam	All previous readings	Assignment # 4: Usability evaluation Class presentations
---	05/06	--	All previous readings	Final Exam

** Planning for Assignment #2: a formal submission is needed for planning steps for this assignment. Be ready to share in class.*

UT Study Days: Thursday, April 29

UT Fully Online Exam Period: Friday – Thursday, April 30, May 3-6