

UX 1400: Foundations of UX

Winter 2021/2022

Class Meetings: Tuesdays, Thursdays, and Fridays 1:00-1:50pm in DH 229

Instructor

Dr. Katie Panciera
Pronouns: She/her/hers

Contact

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Office Location & Hours

DH 435 Wednesdays
1:30-2:00pm & by appointment
(calendly.com/panciera)



Course Description

The workshop-style course introduces students to human-centered design as a foundation for creating useful, enjoyable, and accessible digital and physical products and services. Applicable to all majors, the course exposes students to the foundations of user experience (UX) design including, but not limited to, design thinking, behavioral design, design ethics, AI and design, visual design, information architecture, design systems, brand voice, wireframing and prototyping, and UX research basics. Hands-on course projects simulate real-world design scenarios and take students through the design process from ideation to handoff. By the end of the course, students will build a professional digital portfolio containing a design reflection, a polished resume, and two representative samples of work to start branding themselves in their fields. In addition, students will gain the skills to advocate for inclusive, human-centered design in their workplaces. (prereq: none)



Student Learning Outcomes

- Empathize with users by defining user pain points.
- Employ human-centered design to create user-friendly products and services.
- Apply key principles of visual design, information architecture, and brand voice to create an effective resume and professional portfolio.
- Ideate, test, and iterate design solutions.
- Create wireframes, mockups, and prototypes.
- Exercise professional integrity by evaluating and applying design ethics.
- Select and use appropriate professional software and tools.
- Demonstrate awareness of AI's impact on the design process.
- Showcase and reflect on the design process.
- Advocate for human-centered design within their fields.



Online Platform and Materials

- **Learning management system and course delivery:** Canvas and Microsoft Teams.
- **Readings/podcasts/videos:** Posted on Canvas. No textbook required (saving you \$\$).
- **Free apps, collaboration/productivity, and design tools:** One Drive or Google Drive, Mural, Canva, Figma, Balsamiq, website builder of your choice.



Course Assignments Outline

- **Weekly Reflections:** On a weekly basis, you will be asked to reflect on their activities, readings, and discussions to deepen their understanding and contemplate additional problems.
- **Peer Reviews:** At multiple times throughout the quarter, you will be asked to review the work of your peers. You are expected to be honest and empathetic and to give feedback that will allow your peers to create a better version of what they are working on.

- **Design Sprint:** You'll work in a small group to identify and solve a problem. More details will be given later in the term.
- **Resume:** As an individual you'll create an initial resume and then modify that resume in Canva based on the visual design principles we discuss in class.
- **Portfolio:** In this capstone project, you will create a professional digital portfolio that you can iterate on for the next four years. Non-UX students can delete the portfolio or let it be after the course is complete.



Week by Week Outline (This is in flux)

Readings and Materials are TBD and may fluctuate based on the needs of the class.

WEEK	TOPIC	DUE (Monday of following week)
1	<p>Intro to UX & Behavioral Design</p> <p>Before Wednesday Read: What you should know about User Experience Watch: The Danger of a Single Story</p> <p>Before Friday Read: How Trader Joe's uses psychology to perfect their experience Read: Three laws of usability Watch: 12 Cognitive Biases Explained Optional: Laws of UX</p> <p>-----</p> <p>Before Monday Explore: Darkpatterns.org Read: Art of the User Interview Read: Design Research From Interview to Insights Listen: Your Choice of Fresh Air episodes Tan France Henry Fountain Ray Charles Maurice Sendak Stephen Colbert Zadie Smith</p>	<p>First Day Survey</p> <p>Single Story Activity</p> <p>Reflection 1</p>
2	<p>Interviews and Humans</p> <p>Read: Why Visual Design IS More Than Meets The Eye Read: What is Typography and Why is It Important Watch: Designing with C.R.A.P Watch: Visual Design with Scott Klemmer Watch: Typography with Scott Klemmer Listen: How to love criticism Play Visual Design Games: KernType Game Can't Unsee game Other games by Method of action</p>	<p>Draft of Resume</p> <p>Reflection 2</p>

	Pixact.ly game Typeconnection (A Typographic Dating Game)	
3	Visual Design Read: What is Design Thinking and Why is it so Popular? Watch: The Explainer: Design Thinking Watch: GE Children's MRIs Read: Design Sprint Methodology Listen: Your Choice of 99% Invisible Episode Episode 387: The Worst Video Game Ever Episode 377: How to Pick a Pepper Episode 374: Unsure Footing Episode 373: The Kirkbride Plan Episode 371: Dead Cars Episode 308: Curb Cuts Episode 304: Gander International Airport	Resume for Peer Review Group Formation Survey Reflection 3
4	Design Sprint Week 1 Read: Why Everyone Should Prototype, not just designers	Mid Week: Peer Reviews Final Resume Design Sprint Journey Map
5	Design Sprint Week 2 Consume: Understanding Information Architecture (Prezi) Read: An Excellent Beginner's Guide to Information Architecture Read: Information Architecture 101: Techniques and Best Practices Read: How to create a portfolio with these easy tips Read: Google Material Design Writing Guidelines Read: 11 practical examples of good UX writing Read: What I Look For...	Design Sprint Prototype, Study Results Design Sprint Ind. Reflection
6	Portfolios Read: What is branding? Watch: Prototypes vs. Wireframes in UX Projects Watch: Wireframing for UX: What it is and how to get better at it Watch: How to wireframe a website Watch: How to wireframe a website or app Explore: Prototyping Tool Chooser (attached)	IA Worksheet Draft of Content for Website Reflection 4
7	Branding and Wireframing Read: Usability 101: Introduction to Usability Watch: An intro to usability testing by Amberlight partners Watch: Usability testing with a young child using a paper prototype	Mid Week: Peer Reviews Wireframes

	Watch: Usability testing with 5 Users: Design Process Watch: Usability Testing with 5 Users: Information Foraging Watch: Third Pillar of Usability Testing: Skilled Facilitator Watch: Usability testing of fruit by blinkux Read: Dr. Panciera's Write up/Instructions (attached)	Reflection 5
8	Building Website and Usability Read: How to Rate the Severity of Usability Problems Read: Rating the Severity of Usability Problems	Usability Script Reflection 6
9	Testing with Users Read: The 6 Levels of UX Maturity Read: Assessing the UX maturity stage of your organization Read: The Best Career Advice I've Received as a Junior UX Designer Read: UX Careers Read: Which UX Career is Right for You?	Usability Findings Reflection 7
10	What's Next? Read: Three Myths About Calculating the ROI of UX Read: Making Do When You Don't Know What to Make	Reflection 8
11	Exam Week	Final Portfolio



Grading Policies

Participation and Attendance

This course is all about people and your engagement is critical. During class we'll be doing exercises and learning about new methods.

Participation can look like:

- Showing up to class (on time!)
- Actively engaging in class
- Actively engaging in online discussions
- Actively engaging in group projects
- Checking Canvas for assignments, readings, and information

If you cannot attend class (or will be significantly late), please let me know BEFORE class starts.

I am not grading participation and attendance this year because I know it might represent a hardship and I don't want people coming to class when sick. HOWEVER I do notice who comes to class and who doesn't and I'm not just having class meetings for the heck of it or to amuse myself.

Assignment Due Dates

Without a discussion with the professor, late assignments will be docked one half grade (5% off the total points possible) per day late and are only accepted up to one week beyond the original due date. After that, a grade of zero (0) will be given. Finishing an assignment is not an excuse to miss class.

There is more (but not infinite) flexibility if you communicate with the professor.

Grading

Follows standard MSOE grading scale: A, AB, B, BC, C, CD, D, F

For this course, your grade will be determined as follows:

Weekly reflections and small activities: 25%

Group design project: 20%

Portfolio: 30%

Peer reviews: 10%

Resume: 15%

Grading Philosophy

This class may be quite different from what you're used to at MSOE. While you will have a list of requirements, the emphasis here is on the process, not necessarily the end product.

Group Work

I know that group work can be challenging, so for any group assignments you'll submit a brief individual reflection and assessment of your and your classmates' work. These may be used to reweight a portion of your grade. This means that if you aren't contributing your grade is likely to go down but if you are the **ONLY** contributor on a team, I will recognize that effort.

Extra Credit

Extra credit may be offered by the professor periodically during the quarter. It will be offered to the entire class and no later than Friday of Week 9.

Communication Policies

Respect

All class communications should be professional and respectful. Unprofessional communications (verbal or written), will not receive a response. This includes, but is not limited to: racism, sexism, transphobia, homophobia, aggressive language (with or without profanity), slander, inappropriate topics, etc. This applies not only to communications with myself but with your fellow students as well. If you feel that a classmate is not being respectful, please let them know or talk to me.

This especially applies to microaggressions. I look at the impact, not the intent of the comment. Please think carefully about how you communicate in the class.

I will try to call issues out when I see them, but may miss some. My goal is for this class to be a safe, inclusive environment for all. **Please let me know if you do not feel that this is the case.**

Electronic Communication

In general, email or MS Teams are the best ways to contact me. I will try to return email within 24 hours on weekdays. I will check email once between 5pm and 8:30pm every weeknight and once a day on weekends. Expect a slower response during evenings and weekends than during the workday.

I expect you to check Canvas regularly for readings, assignments, grades, and announcements. Their app is supposedly useful. **If class is cancelled or changed for any reason I will try to announce on both Canvas and Teams.**

Phone Communication

I have listed my cell phone number above. Please respect that this is my personal phone number and use it only if you need to reach me immediately. My phone is off from 10pm to 7am, so you will not get through at that time. Texts usually get quicker responses than phone calls.

When In Doubt

If you think maybe you have a question or find yourself guessing at my intended meaning, please reach out and ask the question or for clarification. Chances are you aren't the only one. In addition, communication is critical for online work. If you are sick and have to miss your group meetings, please let your group (and me) know. If you're starting to spiral into anxiety, let me know (in addition to talking to the Wellness Center). If I don't know, I can't help.

BE VOCAL

I am human and make mistakes. Please be vocal. Tell me if things aren't working for you. Let me know when assignments are confusing. I also appreciate suggestions for how to improve things, but it's up to you to share those with me. I want this to be a good class, but I need your help!

Current Circumstances

Personal Wellbeing

I am your professor, but first and foremost, I am a human. If you do not have a home, food, or childcare or are caring for someone who is sick or are sick yourself, please let me know. I may not be able to help directly, but I can try to connect you to others who can. This will also allow me to understand why you may have additional difficulties turning in work, participating in your group, etc.

Internet Access

While I will post all assignments on Canvas and use Canvas and Teams for the majority of the coursework, I will also ensure this material is accessible via email. If for some reason you lose internet access during the quarter please let me know so that I can be flexible.

Empathy

This is a weird period for all of us and requires empathy and compassion. While I am willing to be flexible on occasion, I will be more understanding if you have a good track record in the class. If you've turned nothing in all quarter, have not responded to my emails or early alerts, and at the end of the quarter want to turn everything in all at once, that is not ok. However, if you have been communicative and have been a good teammate, I will be more understanding with delays that were not caused by you. Procrastination is never a valid excuse to turn things in late.

Similarly, I may have times in the quarter where things on my end start falling apart and I get your assignments back late or have to reschedule meetings. (I also have a 5 year old in school who may disrupt things on occasion.) Please be understanding of this as I am understanding of your situations.

Communication is key.

Resources

Drop In Hours

Drop in hours (office hours) are designed for you to ask questions (related to class or not) and get help as well as to have another sounding board or faculty connection. By talking to me, you're helping me get to know you which may allow you to get industry connections, find scholarships, or discover jobs you didn't know existed.

While Wednesdays from 1:30-2:00pm are my office hours, I am around most days from 9:30ish to 5ish. If you want to be sure that I'll be able to talk with you, please set up a time to meet me via calendly.com/panciera.

Student Accessibility Services

For students with documented disabilities, chronic medical conditions or mental health concerns: MSOE provides services to make reasonable accommodations available. If you are a student who requires or anticipates the need for accommodations, please contact Student Accessibility Services Office at 414-277-7281, by email at moureau@msoe.edu, or in person at Kern 250 to discuss appropriate accommodations and eligibility requirements.

Mental and Physical Health

If you find yourself struggling with your mental or physical health this quarter, please feel free to approach me. I try to be flexible and accommodating. You can also receive assistance from The Wellness Center for Advising, Counseling, Health, & Accessibility Needs in Kern 250, 414-277-7590, or wellness@msoe.edu **Counseling can be done online.**

Raider Success Coaches

To help all students be successful in this course, struggling students will be required to meet with a Raider Success Coach throughout the quarter. These meetings will focus on strategies for academic success. Students will be notified if they need to meet with a Raider Success Coach via email by either myself or Dr. Nadya Shalamova.

Academic Assistance

The Raider Center for Academic Success (RCAS) is available virtually and in person. In addition to 1:1 tutoring for some classes, they also offer writing assistance. Please take advantage of this if you are not a strong writer as communication skills are important to succeed in this class.

University Policies

Nondiscrimination Statement

Milwaukee School of Engineering admits students of any race, color, national and ethnic origin to all the rights, privileges, programs and activities generally accorded, or made available, to students at the university. It does not discriminate on the basis of race, color, national and ethnic origin, religion, age, gender, sexual orientation, marital status or disability in administration of its educational policies, admission policies, scholarship and loan programs, and athletic and other institutionally administered programs. MSOE also maintains its long-standing policy as an Equal Opportunity/Affirmative Action Employer of male and female personnel for its faculty and administrative staff.

Academic Integrity

Academic integrity means that any work you hand in as your own is truly your own and that it represents work developed by you. The consequences for handing in the work of someone else as your own will result in a failing grade for the semester for both you and the person who gave you the file or worksheet. Don't share your electronic files with your friends.

As a course requiring teamwork, collaboration will be necessary to complete assignments, but individuals will be responsible for handing in their own work.

See more detail: <https://msoe.app.box.com/s/4c8k9jx8zso5ezybxmszr6zmc73zgoox>

Sexual Misconduct

Sexual misconduct will not be tolerated at MSOE.

See more detail: <https://msoe.app.box.com/s/o7c2rz2jdweq47trbhrzukeyecwxxb3x>

COVID-19

MSOE is committed to the health, safety, and well-being of all members of our community. In an effort to maintain such an environment, as well as to prevent further spread of COVID-19, students, faculty, staff and guests of the university must wear a facial covering in indoor, public spaces.

- Failure to wear a facial covering in class or laboratory will result in your faculty member requiring you to leave class and not return until you have secured a facial covering for yourself.
- Failure to comply with your faculty member's instructions will result in immediate action from the Office of the Dean of Students.
- Failure to comply with this policy will be handled according to the Student Code of Conduct and may result in sanctions, up to and including expulsion.
- The university strongly encourages all students to keep an extra and clean facial covering on their person at all times and strongly discourages students from borrowing and lending others their facial coverings.

If you receive a positive COVID-19 test result; or are symptomatic of COVID-19; or are an unvaccinated student who has been a close contact of an individual who is symptomatic or positive, please login to my.msoe.edu and click on the COVID-19 Report form located on the home page. Please do not physically come to campus if you are ill or suspect you may be ill. MSOE is committed to your education and your faculty will work to support your learning should you need to isolate or quarantine.