

# USER EXPERIENCE

MODULE HANDBOOK 2016/2017 (UFCFH5-30-2)

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**Semester 1:** 19<sup>th</sup> September – 8<sup>th</sup> December 2016

**Semester 2:** 16<sup>th</sup> January – 7<sup>th</sup> April 2017

**Exam Period:** 24<sup>th</sup> April – 19<sup>th</sup> May 2017

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**Contact Time:** 3 hrs per week

**Coursework preparation:** 4.8 hrs per week

**Reading and learning course material:** 3 hrs per week

**Exam Preparation:** 1.5hr per week

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**Module teaching email:** [keir.williams@uwe.ac.uk](mailto:keir.williams@uwe.ac.uk)

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## 1. Aim of the handbook

The handbook is a guide for students in the Creative Technology Cluster. The information in the handbook can also be found in a number of other electronic or paper sources and the document provides links to the definitive data sources wherever possible.

Please note that the electronic version of the handbook will be kept up to date and you will be notified of any significant changes. If you have taken a hard copy of any information, please remember to refer back to the electronic version to ensure that you are working with the most up to date information.

## 2. Module team information

Module leader(s) name: Keir Williams

Module team: Keir Williams, Paul Matthews

Contact: [keir.williams@uwe.ac.uk](mailto:keir.williams@uwe.ac.uk),

**Drop in office hours:** 11am-1pm Mondays 2Q20.

Contact: [paul2.matthews@uwe.ac.uk](mailto:paul2.matthews@uwe.ac.uk)

**Drop in office hours:** Wednesday mornings 2Q19.

No drop-ins outside of this time except for emergencies. Please contact me for appointments outside of drop-in hours. NB. Lack of forward planning is not an emergency.

External examiners from other institutions are appointed to each module to act independently and work with the module team in the management of threshold academic standards. The external examiner appointed to this module can be found at:

[http://www2.uwe.ac.uk/services/Marketing/about-us/cas/Extnl\\_Exam\\_Allocation\\_to\\_Mods.pdf](http://www2.uwe.ac.uk/services/Marketing/about-us/cas/Extnl_Exam_Allocation_to_Mods.pdf)

## Staff Biographies

### Keir Williams MA MSc PGCert

Keir is always looking to engage people. Much of his work is premised on collaboration and the creation of participative structures and spaces where people can learn, create and be entertained. He has worked with many different groups of people with a range of backgrounds, from programmers to Methodist ministers, nursery school children to knitting groups, break-dancers to Tourette's superheroes.

He uses a range of tools and mediums to realise his work but has a strong attraction to the potential of performance and play as a means to open up creative and discursive spaces. He uses digital technology in much of his work but this does not define it. Rather he sees the tools and opportunities that digital technologies provide as one of a set of resources that he can call on as an interaction designer and artist.

Keir Williams is a Senior Lecturer in Creative Technologies at the University of the West of England & Associate Lecturer on the MA Fine Art Digital at Camberwell College of Arts, University of the Arts, London. His PhD title was Digital Media in a Special Needs Classroom: A Study. Recent work includes: [The Gallery Life Project - TATE Britain](#), [Leviathan's](#)

[Electrolarynx - Oxford Story Museum & OCM Audiograft Festival](#) and <http://www.herebear.xyz/>

Dr Paul Matthews

### Area of expertise

Web development, web design, social networking, social media, online communities, knowledge management, digital libraries, metadata. <http://www.social-knowledge.net> & <http://www.cems.uwe.ac.uk/~pmatthew/>

## 3. Module specific information



### Introduction to the module

#### What is user experience (UX)?

User Experience (UX) encompasses all aspects of a person's interaction with a system, product or application, ranging from how it is perceived and understood to how it is used in particular contexts. A designer can evoke positive and engaging experiences by gaining a deeper understanding of people's needs and expectations in different contexts and giving due consideration to these in designing the system or product.

In this module you will develop a range of approaches for understanding how to critically analyse and develop systems and artefacts that use digital technologies to mediate the relationship between people and their environment. Through the use of pertinent examples, theory and practical work you will develop the ability to create intuitive, effective and engaging interactions through design.

Throughout the two terms you will learn about human physiological, socio-economic, psychological and cognitive attributes that impact on our interaction with technology, and how to take these aspects into consideration in your designs. By learning and applying

critical evaluation techniques you will be able to analyse designs, understand what and how interactions are occurring and explaining where and how the interaction might be improved.

A core focus for this module will be learning user-centred design methods which will include techniques to help gain deeper insights into people's needs and requirements, as well as iterative prototyping, to ensure that problems with usability are identified and dealt with earlier on in the design process.

## What will you be learning?

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

- Connect underlying theory and objectives to design patterns and practice in user experience
- Select and apply appropriate interaction design and information architecture tools, techniques and methodological frameworks
- Organise and facilitate stakeholder workshops for requirements elicitation and concept realisation to a professional level.
- Use primary and secondary research findings to gain context and user specific insights, enabling informed and evidence-based design
- Construct design concepts prepared using a variety of lo-fidelity and hi-fidelity prototyping media which afford a high level of usability, and present these in a clear and concise manner.

## What happens in each semester?

Through out the year you will draw on design concepts and patterns to explore different modes of interaction. Throughout the year you will have a chance to work with industry professionals and researchers via guest lectures, workshops and events.

In the first semester you will be working on a three different user experience based tasks all of which will go towards your coursework submission in December. During this semester you will learn about and develop qualitative design research methods and gain practical skills in interaction design through workshops and your self-directed group work. There will be a focus away from screen based design and towards physical and ubiquitous, technology mediated interactions.

In the second term you will organize and run user-experience workshops in groups with the rest of your cohort. These workshops will then be submitted to the UX Bristol conference's workshop application process. In the second part of the semester you will conduct a user-centered design project on the sharing and assimilation of different cultural practices.

## Module Calendar

In addition to your main UWE timetable this module has a detailed calendar which you must subscribe to in order to get learning materials, links to the reading and to find out about any changes. The .ics file which allows you to subscribe to the calendar can be found here: <https://goo.gl/bv27aW> and on the User Experience Blackboard site.

## Self-directed work

This module is worth 30 credits and as such you are expected to complete at least 228 hours in addition to the weekly contact time with your tutor. You must complete the weekly reading and coursework preparation in order to meet the requirements for this module. Each week you will be set: 4.8 hours of coursework preparation.

- 3 hours of reading.

The self-directed work for each week can be found here: <https://goo.gl/dovYYW> and on the User Experience Blackboard site.

Before and up to your exam you will be expected to do:

- 38 hours' preparation total for your seen exam.

## Reading

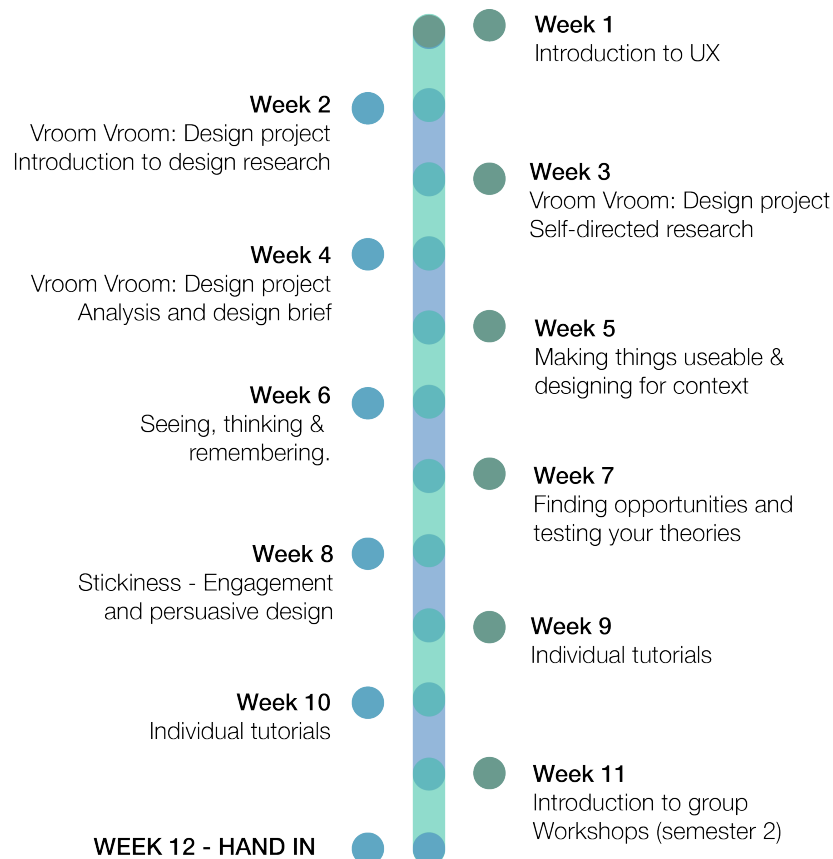
Below is a link to all the reading that will be set during the module, this is also available on the User Experience Blackboard site. This will be discussed each week and so must be completed in the week requested in order for you to be able to participate in class.

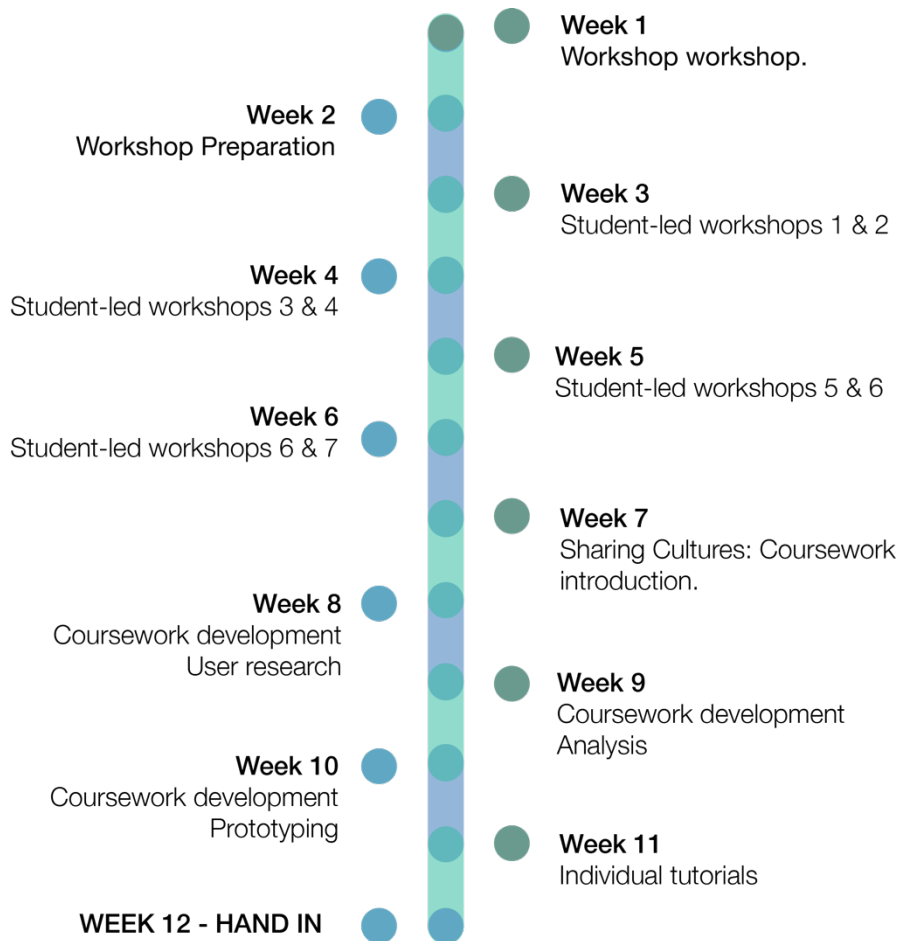
The reading for semester 1 is available here: <https://goo.gl/r39iR8>

The reading for semester 2 is available here: <https://goo.gl/2Vq375>

## Module Timelines

Module timelines may be subject to change at short notice. You will be notified of any changes





in class and on Blackboard. Semester 1 & 2 timelines below:

## Expectations

We will create a collaborative document which covers what is expected in and out of teaching sessions. The document will be available here:

Below is a set of general expectations for students and the module leader

### What is expected of you

An open mind and a willingness to explore, critique your work, and learn through experimentation. A workshop-based approach will be used to present and discuss the concepts and issues within topic areas. You will be expected to be an active participant in all discussions and support your classmates in improving their designs/prototypes by providing constructive feedback. Engagement with and understanding of topics, will be facilitated through a range of practical activities. Presenting the outcomes of activities and reflecting on these will be a standard feature, providing the opportunity for further dialogue and debate to aid development of critical thinking skills.

As well as developing practical skills, you will be expected to do a lot of reading for this module. You will be directed to a number of sources for further reading which have been selected to provide either: more in-depth knowledge beyond that available in the essential reading; or an alternative perspective on a particular issue. It is expected that

you will augment this reading by locating additional resources yourself and enhance the learning experience by sharing these with your colleagues and me.

### What you should expect of us

You should expect that we will share my knowledge and experience with you in a manner that is interesting, constructive and which acknowledges your skills, insights and experiences as valuable. We will be available to discuss your work during and outside of the class and will always be happy to argue and be wrong. We will listen and learn from you and share my passion and enthusiasm for design.

### Guest lecturers on module

Throughout the year you will have a chance to work with expert academic and industry experts through guest lectures, workshops and events. Details will be added to the handbook as they are confirmed.

## 4. Assignments

### Assessment Structure

The assessment structure for this module is made up of two components A and B.

Element A refers to the exam (Viva and presentation).

Element B refers to two components: coursework 1 and coursework 2.

- You will complete coursework 1 (portfolio) from element B in semester 1.
- You will complete your group workshop presentations from element B in semester 2.
- You will complete your Sharing Cultures design project from element B in semester 2.
- You will take your exam from element A in the summer exam period.

### Element A – Seen Exam (25% of total module mark)

The brief for this assignment can be found here:

### Element B – (75% of total module mark)

#### Coursework 1 – Portfolio (25% total module mark)

The brief for this assignment can be found here: <https://goo.gl/UVygzW>

#### Group Workshop Presentation (25% of total mark)

The brief for this assignment can be found here: <https://goo.gl/7y68Ln>

#### Coursework 2 –Sharing Culture (50%)

The brief for this assignment can be found here: <https://goo.gl/BJLewO>

### Resits

If you fail any element of this module you need to take resits in the summer. Please discuss this with the module leader.



## 5. Submission details

### Element B:

Coursework 1: 8<sup>th</sup> December 13:59, Blackboard.

Group Presentations: 16<sup>th</sup> March 13:59, Blackboard.

Coursework 2: 6<sup>th</sup> April 13:59, Blackboard.

### Element A:

April 2016, date TBC by FET.SAT

Please note that the submission deadlines are absolute and based on UWE server time, therefore you are strongly advised to submit work well ahead of the deadline dates to avoid situations where penalties could be incurred. Penalties are imposed if a submission is made up to 24 hours after the deadline, and the highest mark you can receive will be the minimum pass mark (if the assessment is passed). After the 24 hours have passed, the work will not be accepted for marking.

You will receive informal feedback verbally through all teaching sessions – ensure you listen carefully. Each assessment you submit will be returned to you with written feedback, and consists of comments made by tutors on students' assessed work which enables students to understand how they have met the defined assessment criteria and identifying areas for further improvement. The period for providing feedback will not normally exceed 20 working days (excluding University closure days) following the deadline for submission of the assessment concerned. This period may be shorter or longer for some forms of assessment. Where the period is greater than 20 working days, students will be informed of the deadline and the rationale for the extension. Outcomes which have not been confirmed by an examining board shall be considered as unconfirmed.

## 6. Communication

Throughout your time with us, you will receive regular communication from your module leaders, and also administrative staff, and it is your responsibility to ensure that you read everything that you are sent, and act upon it where appropriate. The main communication channel used is the Blackboard for all the modules you are currently studying. Blackboard provides the main communication channel for module specific information and these too should be checked regularly for new content and announcements. Please see <http://info.uwe.ac.uk/myUWE/guidance/default.asp> for further information on all aspects of your myUWE portal. There is also a shared google drive folder with module resources, reading and signup sheets which is available here: <https://goo.gl/XOCFWI> (These resources are all available

on the User Experience Blackboard site.)

## 7. Advice and support

There are a range of facilities and services available to go to for advice and support depending on what the issue is. Remember - asking for help at the earliest possible stage will help you in the long run. Your first point of call should always be your Academic Personal tutor, as they will be able to sign post you to the right services and will be able to deal with specific matters relating to teaching and learning. If you are not able to contact your Academic Personal tutor for any reason go to an Information Point, details of which can be found at <http://www1.uwe.ac.uk/students/informationpoints.aspx> Student advisers are available and can also be contacted through the Information Points, see <http://www1.uwe.ac.uk/students/academicadvice/studentadvisers.aspx> for information on how they might be able to help. However, you are more than welcome to talk to other members of UWE staff depending on who you feel most comfortable talking to.