

Unit Title	Interface, Experience, and Service
FHEQ Level	Level 5
Unit Code	DPR18203
Credit Value	15
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	37.5	Independent Study	50
Supervised access to resources	0	Preparation for Assessment	37.5
		Unsupervised Access to Resources	25
Total			150

Unit Description

In this unit you will build on existing knowledge of the design process to carry out a project which will integrate elements of user interface, user experience and service design. You will be working with a combination of both digital and physical product design. (Cultivate)

The project will encourage you to connect big picture vision to small details in a coherent way, building a design language for the project. (Advocate)

You will be introduced to digital product prototyping software appropriate to the project. (Originate)

The project will include a significant testing phase where you will be introduced to techniques for creating and executing a robust user testing plan.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. **(Integrate** / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.)

Unit Indicative Content

Individual and/or group project work, project management and time management techniques

Review of basic techniques of user-centred research expanded to include UX tools and techniques such as User Stories, Personas, Flow Diagrams, and relevant software programs.

An in-depth look at creative thinking tools and techniques for user experience design (such as Co-design, mind-mapping, wireframing, flow diagrams, user stories, storyboarding).

Introduction to a range of testing methods which can be used for digital or physical products

Unit Aims

You will be introduced to skills and techniques of user interface, user experience and service design

You will learn techniques for robust user testing of digital and physical products

You will gain skills in software appropriate to these design fields

You will build and expand on existing knowledge of iterative design process

Unit Learning Outcomes

LO 1 Research/Inspiration

Analyse and interpret information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO5 Presentation/Storytelling For Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.

Related Principle: ADVOCATE

Learning and Teaching Methods

This unit will be delivered using a combination of:

Briefings
 Lectures
 Project work
 Seminars
 Workshops
 Group work
 Online activity
 Individual Presentations and critiques
 Group presentations and critiques
 Self-directed independent study

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

UI, UX and service techniques – demonstrate understanding of techniques related to these areas of design and your ability to integrate them into the design process in the project. (LO2)

Testing and iterative process – demonstrate an iterative design process, backed up with a well-considered testing plan. (LO3)

Research – show good ability to gather information from a range of sources using appropriate techniques. (LO1)

Communication – Communicate your outcome(s) and your process in a clear and engaging way (LO5)

Assessment methods and tasks

This unit is assessed holistically

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
Portfolio of project work such as Digital prototypes, Testing reports, Evidence of design research, Physical prototypes, Research reports, Sketching.	100%

Essential Reading list

1. Cooper, A. (2014). *About face*. Indianapolis, Indiana: Wiley.
2. King, S. and Chang, K. (2016). *Understanding industrial design*. Beijing: O'Reilly.
3. Moggridge, B. (2007). *Designing interactions*. Cambridge, Mass. [u.a]: MIT.
4. Patton, J. (2014). *User Story Mapping*. Sebastopol: O'Reilly & Associates.
5. Stickdorn, M. and Bisset, F. (2016). *This is service design thinking*. Amsterdam: BIS Publishers.
6. Tullis, T. (2008). *Measuring the user experience: collecting, analyzing, and presenting usability metrics*