

COURSE CONTENT

Course Code	DR2008
Course Title	User Experience in Design
Pre-requisites	NIL
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

This course is designed to introduce you to user behaviour and usability testing through methods combining experience design, cultural anthropology, urban and ethnographic studies. Through analysis of everyday public spaces, you will gain an ability to evaluate how user-centered design will help build comfort, convenience and ease of use without compromising the performance of designed products and experiences. These fundamental skills will provide a base which you can apply to other advanced design courses.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Identify and discuss techniques used to analyse user experience.
2. Describe user experience through observation and analysis of human behaviour.
3. Apply an analysis of human behaviour to the design of an original proposal for a product or experience.
4. Present, discuss and critique user experience design in a clear and cohesive manner.
5. Contribute to the learning environment by participating productively to class discussion, critiques and activities related to design and user experience.

Course Content

What is User Experience?

From mobile phones to augmented and ubiquitous technologies embedded into our everyday spaces, society has become increasingly mediated by technologies that influence human relationships and behaviour. As such, designers have an opportunity to develop a sense of cultural sensitivity to the ways in which we navigate our everyday lives not only using devices but in the public spaces we inhabit. Cultivating an effective comprehension of user experience requires nuanced observation and analysis of human behaviour. What is user experience? What does it mean to create user-centered experiences? Why do some products satisfy customers while others are frustrating? How can you create more empathetic user experiences?

Public Space as User Experience

User experience is not limited to what we do on our devices but is all around us, embedded into the way we navigate through our everyday spaces. We will explore a variety of ways by which public space is a designed experience through an analysis of everyday spaces such as public transportation, hawker centers and others and evaluate how these experiences compare across cultures and places.

Place, Mobility and Ubiquitous Computing

An exploration of concepts and projects on place and mobility and how media in our everyday

environment has become increasingly pervasive or ubiquitous. Some of the questions for analysis will include: How do we create a sense of place and identity in an increasingly mediated environment? What are some ways in which designers, artists, researchers and organizations have visualized place-making using new media? How does the presence of information technologies allow for the development of new forms of environmental knowing?

Maps, Mapping and Spatial Experience

An introduction and analysis of diverse traditions and techniques of maps and mapping in order to create an understanding of spatial experience and navigation.

Interactive Environments and Experience Design

An introduction into the field of interactive environments and immersive environments. This will be a basic introduction that familiarizes you with the field and the ways in which these experiences are designed. Questions explored include: What is experience design and what are the possibilities of responsive environments? How might this change the way we think about the world around us and the ways that we communicate with each other?

Class assignments

Responses to assigned readings, class presentations on field trips/public space analyses and a final project. You will also keep an online journal or sketchbook. The journal can include images, notes, and drawings (hand drawn images or sketches should be scanned and posted). The final project is an original proposal and proof of concept for a product or experience that explains and visualizes the proposal clearly and thoughtfully, integrating and responding to research developed for the project. The final project will be developed through lectures, tutorials, class exercises and peer/instructor feedback sessions.