



Sardar Patel Institute of Technology

Bhavan's Campus, Munshi Nagar, Andheri (West), Mumbai-400058-India
(Autonomous Institute Affiliated to University of Mumbai)

Course Code	Course Name	Teaching Scheme (Hrs/week)			Credits Assigned			
		L	T	P	L	T	P	Total
CE923	User Experience Design(UXD)	3	--	--	3	--	--	3
		Examination Scheme						
		ISE			MSE		ESE	
		10	30		100 (60% Weightage)			

Pre-requisite Course Codes	Mobile and Web Technologies Software Engineering
At the end of successful completion of the course, students will be able to	
Course Outcomes	CO1 Differentiate between UI and UX.
	CO2 Design life cycle template to enhance User Experience design
	CO3 Analyze UX design process for users
	CO4 Apply design thinking to model the prototype
	CO5 Evaluate and analyze user experiences using different UX evaluation techniques
	CO6 Analyze UX design guidelines to build innovative and user friendly application

Module No.	Unit No.	Topics	Ref.	Hrs.
1		Introduction to UI and UX design	1,5,6,7	4
	1.1	History of User interface designing, User interface Design Goals		
	1.2	What is UX, Ubiquitous interaction, Emerging desire for usability, From usability to user experience		
	1.3	Emotional impact as part of the user experience, User experience needs a business case, Roots of usability.		
2		The Wheel : The UX design lifecycle Template	1	6
	2.1	Introduction, A UX process lifecycle template, Choosing a process instance for your project, The system complexity space		
	2.2	Meet the user interface team, Scope of UX presence within the team, More about UX lifecycles.		
3		The UX design Process: Contextual Inquiry: Eliciting Work Activity Data	1,2,3	10
	3.1	Introduction, The system concept statement, User work activity gathering, Look for emotional aspects of work practice, Abridged contextual inquiry process, Data-driven vs. model-driven inquiry		
	3.2	Contextual Analysis, Extracting Interaction Design Requirements, Constructing Design-Information Models.		



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4		The UX design Process: Information Architecture, Interaction design and prototyping		10
	4.1	Design Thinking, Ideation, and Sketching: Introduction, Design paradigms, Design thinking, Design perspectives, User personas, Ideation, Sketching, More about phenomenology	1,3	
	4.2	Mental Models and Conceptual Design: Mental Models, Conceptual design, Storyboards, designing influencing user behavior, design for embodied interaction.		
	4.3	Wireframes and Prototyping: wireframes, depth and breadth of a prototype, Fidelity of prototypes, interactivity of prototypes, software tools in prototypes.		
5		UX Evaluation , Analysis and Reporting		10
	5.1	UX goals, metrics and targets: UX goals, UX target tables, UX metrics.	1,2	
	5.2	UX Evaluation Techniques: Formative Vs Summative evaluation and its types, types of evaluation data, some data collection techniques, variations in formative evaluation results.		
	5.3	Analysis and Reporting: Quantitative and qualitative data analysis and reporting.		
6		UX Design guidelines		2
	6.1	UX design guidelines and examples.	1	
Total				42

References:

- [1] Rex Hartson and Pardha Pyla, The UX Book, MK publications.
- [2] Jesmond Allen and James Chudley , Smashing UX Design ,John Wiley and sons
- [3] steve krug, Don't make me think
- [4] Russ Unger and Carolyn Chandler ,A Project Guide to UX Design, Peachpit Press
- [5] Jesse James Garrett, The Elements of User Experience, AIGA, New Riders
- [6] Donald A. Norman, "The design of everyday things", Basic books.
- [7] Wilbert Galitz, The Essential Guide to User Interface Design, Second Edition, Wiley Publications