



DIGM 1376 | User Experience (UX) Principles

Section: 12250 | Asynchronous Online
12:00 AM-12:00 AM | UH-Sugar Land

Prerequisite(s): Declared Digital Media or Computer Information System major or minor. History and evolution of UX research and the primary research methods used by usability researchers.

General Course Information

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Office Hours

Message me on Teams. We'll have to get creative with the 14-hour time difference, but it's doable!

Course Objectives and Student Learning Outcomes

Students will learn the history and evolution of user experience research and the primary research methods used by user experience researchers.

Required Instructional Materials

- The Design of Everyday Things: Revised and Expanded Edition by Don Norman, ISBN: 9780465050659
- Understanding Your Users: A Practical Guide to User Research Methods (Interactive Technologies) 2nd Edition, by Kathy Baxter, Catherine Courage, and Kelly Caine, ISBN: 0128002328

- (Excerpts from many other resources will be provided in PDF form on Canvas.)

Note: CTAP is required for this class, to allow you to access Packback (Please see the syllabus section about Packback.)

Course Schedule, Assignments, and Assessments

Test and Quizzes:

This course will have a Canvas multiple-choice final exam. The final will cover all course material up to the exam. Much (but not all) of the test material will be included in my presentations in the Canvas Modules section called “Professor’s Notes.”

There will be about 3-4 (5-question) quizzes on Canvas. These quizzes are open notes/open books and may be taken at your leisure each week. They will form the basis of the final, although questions not appearing in the quizzes may be used in the tests. Check out the two weekly modules for announcements about quiz launches and deadlines.

Participation (Packback):

We’re conducting an experiment to offer asynchronous participation credit, which supports this online format and helps you better understand the course material. I’d love your feedback on this as we go. The tool is called Packback.

For each week, the formula will be: - Ask 1 question, add 2 responses per week by Sunday, end of day. Your “Curiosity Score,” which is how much detail your post has, should be 60% to get full credit.

Assignments:

- Heuristic Evaluation
- Persona Research and Design
- Usability Test

Discussion and Lecture Topics

Week 1 (Intro)Welcome! What on earth is UX?

Week 2 (Intro Continued. Why do Usability Research?)The Nielsen-Norman group, Usability Issues

Week 3 (Heuristics and Other Options)Heuristics, Observing the User Experience

Week 4 (Personas and Human Observation 1)Personas, Human Observation

Week 5 (Human Observation 2)Practical Ethnography, Cleverbot interaction

Week 6 (Survey Methods)Survey Methods, ChatGPT, UX methods overview

Week 7 (Let's Talk Qualitative Research)Qualitative vs. Quantitative research, Personas critique, Usability Testing intro

Week 8 (Interviewing and Journey Mapping Intro)Interviewing techniques, Journey mapping basics

Week 9 (Dark UX and Fieldwork)Dark UX patterns, UX Fieldwork introduction

Week 10 (Testing Time)Final test preparation and review

Grading Rubrics and Weights

Assignments 1-2 40%
Final UX Testing Assignment 20%
Quizzes 15%
“Attendance” (Packback) 10%
Test 15%
Course Grade: 100%

Course Policies and Procedures

Late Work/Extensions Policy:

My policy on accepting late work follows UH policy, but it also includes an additional option.

In the Assignments folder is a special “assignment” called One Late or Resubmitted Assignment. Yes, this means you can submit one assignment late over the course of the semester or resubmit an assignment if you want to try again.

Email me if you'd like to use your “one late thing” to take a missed quiz or Packback. Late permission can't be granted for the final exam. (Please note that I drop the lowest Packback grade automatically.)

*Additional late work is not accepted unless you can provide documentation according to the official [UH Excused Absence policy](#) rules.

Extra Credit (due by the last assignment deadline):

1. Extra Credit can be earned by attending a Houston-area or virtual UX meetup (HUXPA, Hexagon, IxDF, etc.), writing a quick write-up, or submitting a photo from the event. Most local groups advertise on meetup.com.
2. Joining the UXCoogs club and attending an event will earn you extra credit (send me a message on Teams or go here: [UXCoogs | General | Microsoft Teams](#)).
3. Completing the course evaluation at the end of the semester and uploading evidence to the Extra Credit area on Canvas.

Canvas and Teams:

All class materials will be posted on Canvas and in our area on Microsoft Teams. It is your responsibility to familiarize yourself with Canvas and Teams for all courses, but especially this one, because I use them exclusively to communicate with you. Should you run into technical difficulties, please get in touch with Canvas support. (Support information is on the logon screen, under “Help (?)” or call (855) 597-3394)

University Policies and Student Support Resources

Mental Health and Wellness Resources

The University of Houston has a number of resources to support students' mental health and overall wellness, including [CoogsCARE](#) and the [UH Go App](#). [UH Counseling and Psychological Services \(CAPS\)](#) offers 24/7 mental health support for all students, addressing various concerns like stress, college adjustment and sadness. CAPS provides individual and couples counseling, group therapy, workshops and connections to other support services on and off- campus. For assistance visit uh.edu/caps, call 713-743-5454, or visit a [Let's Talk](#) location in-person or virtually. Let's Talk are daily, informal confidential consultations with CAPS therapists where no appointment or paperwork is needed.

Need Support Now? If you or someone you know is struggling or in crisis, help is available. Call CAPS crisis support 24/7 at 713-743-5454, or the National Suicide and Crisis Lifeline: call or text 988, or chat 988lifeline.org.

Title IX/Sexual Misconduct

Per the UHS Sexual Misconduct Policy, your instructor is a "responsible employee" for reporting purposes under Title IX regulations and state law and must report incidents of sexual misconduct (sexual harassment, non-consensual sexual contact, sexual assault, sexual exploitation, sexual intimidation, intimate partner violence, or stalking) about which they become aware to the Title IX office (known at UH as the Equal Opportunity Services office or "EOS"). Please know there are places on campus where you can make a report in confidence. You can find more information about resources on the UH [Title IX/Sexual Misconduct Resources page](#). Please note that you may also report concerns of discrimination based on your protected class identity to EOS.

Reasonable Academic Adjustments/Auxiliary Aids

The University of Houston is committed to providing an academic environment and educational programs that are accessible for its students. Any student with a disability who is experiencing barriers to learning, assessment or participation is encouraged to contact the Justin Dart, Jr. Student Accessibility Center (Dart Center) to learn more about academic accommodations and support that may be available to them. Students seeking academic accommodations will need to register with the Dart Center as soon as possible to ensure timely implementation of approved accommodations. Please contact the Dart Center by visiting the website: <https://uh.edu/accessibility/> calling (713) 743-5400, or emailing jdcenter@Central.UH.EDU.

The [Student Health Center](#) offers a Psychiatry Clinic for enrolled UH students. Call 713-743-5149 during clinic hours, Monday through Friday 8 a.m. - 4:30 p.m. to schedule an appointment.

The [A.D. Bruce Religion Center](#) offers spiritual support and a variety of programs centered on well-being.

The [Center for Student Advocacy and Community \(CSAC\)](#) is where you can go if you need help but don't know where to start. CSAC is a "home away from home" and serves as a [resource hub](#) to help you get the resources needed to support academic and personal success. Through our [Cougar Cupboard](#), all students can get up to 30 lbs of FREE groceries a week. Additionally, we provide 1:1 appointments to get you connected to on- and off-campus resources related to essential needs, safety and advocacy, and more. The [Cougar Closet](#) is a registered student organization advised by our office and offers free clothes to students so that all Coogs can feel good in their fit. We also host a series of cultural and community-based events that fosters social connection and helps the cougar community come closer together. Visit the CSAC homepage or follow us on Instagram: @uh_CSAC and @uhcupbrd. YOU belong here.

Women and Gender Resource Center

The mission of the [WGRC](#) is to advance the University of Houston and promote the success of all students, faculty, and staff through educating, empowering, and supporting the UH community. The WGRC suite is open to you. Stop by the office for a study space, to take a break, grab a snack, or check out one of the WGRC programs or resources. Stop by Student Center South room B12 (Basement floor near Starbucks and down the hall from Creation Station) from 9 am to 5 pm Monday through Friday.

Academic Honesty Policy

High ethical standards are critical to the integrity of any institution, and bear directly on the ultimate value of conferred degrees. All UH community members are expected to contribute to an atmosphere of the highest possible ethical standards. Maintaining such an atmosphere requires that any instances of academic dishonesty be recognized and addressed. The [UH Academic Honesty Policy](#) is designed to handle those instances with fairness to all parties involved: the students, the instructors, and the University itself. All students and faculty of the University of Houston are responsible for being familiar with this policy.

Excused Absence Policy

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston

[Undergraduate Excused Absence Policy](#) and [Graduate Excused Absence Policy](#) for reasons including medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Under these policies, students with excused absences will be provided with an opportunity to make up any quiz, exam or other work that contributes to the course grade or a satisfactory alternative. Please read the full policy for details regarding reasons for excused absences, the approval process, and extended absences. Additional policies address absences related to [military service](#), [religious holy days](#), [pregnancy and related conditions](#), and [disability](#).

Recording of Class

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the [Justin Dart, Jr. Student Accessibility Center](#). If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with anyone without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.