

DEPARTMENT OF INFORMATION SCIENCE TECHNOLOGY DIGM 2376 – User Experience Principles 2

Spring 2025

Tuesdays 11:30am-2:30pm

Lecture: 3 credit hours

SAB1 108

Prerequisite: Grade of C- or better in [DIGM 1376](#).

Instructor:

Dr. Tony Liao

Office Location: Brazos 349

Office Hours: By appointment

Email: tliao@uh.edu

Awesome TA for this course:

Andrea K Reading

Digital Media Senior

Email: akreadin@cougarnet.uh.edu

COURSE DESCRIPTION:

A continuation UX with emphasis on user experience methodologies, prototyping, and tools.

REQUIRED MATERIALS:

There is no textbook in this course.

COURSE OUTCOMES:

Students will work toward the following goals in this course:

- 1) Understanding UX History, Terminology, and Core Usability Principles
- 2) Understanding Theories of Design, Psychology, and Behavior that inform UX
- 3) Understanding User Perception, Cognition, Attention, and Psychology that is Relevant to UX
- 4) Understanding how to build wireframes, prototypes, and interfaces in light with current best practice in UX

COURSE CREDIT:

This course is governed by The University of Houston policy and policies of the accrediting bodies. First, students should understand that each class credit hour should be equivalent to

This course is about User Experience, and the 'user' part of it is important. You can't be a good UX designer and researcher if you do not understand people. That is why a portion of this course builds in a social component where you have to talk to your classmates.

This weekly assignment asks everyone to make a phone/teams call to the person after them by last name, and take a call from the person before them on the course roster (the last person will call the first person). You should talk for at least 5 minutes (Ideally about the class readings/activities, but even just learning about other people is fine). Send in a screenshot of your call log.

MINI UX-ERCISES (20%)

Every week that we do not have a major assignment due, we will have a short weekly exercise to do that will apply/test//challenge some aspect of your understanding of UX. These will be tied to the readings and topics of that particular week. 10 UX-ercises at 2% each = 20%.

FIRST HALF ASSIGNMENT – HISTORICIZING/VISUALIZING UX (25%)

The first half of the course will ask you all to do a historical analysis of a website using the site the Wayback Machine. Students will compile as many screenshots of a website layout and user interface as they can throughout history and use some video editing tool (Premiere, FFMpeg, etc.) to create a fast time-lapse video of their website.

The assignment will ask students to spot/analyze differences and use tools like Juxtapose to explain these differences in interface, why they think the change was made, and what that tells us about the history/present of UX/Web Design.

SECOND HALF ASSIGNMENT – UX TESTING AND PROTOTYPE (25%)

The second half of the course will ask you and a group to work with Figma to create a workable application/interface that helps to solve a problem. Your designs should consider

FINAL REFLECTION ASSIGNMENT - IMPROVING THE UX OF THIS COURSE (5%)

At the end of the semester, you will look back and see how you could improve the user experience, interface, and processes of this course. We teach about technology and use technology, so we know there is definitely room for UX principles to improve the delivery and execution of our course materials.

EXTRA CREDIT

There is extra credit offered in this course for:

- 1) Attending DIGM Professional Development Workshops, UXCoogs, or other local HUXPA, Hexagon, or IxDF Events
- 2) Participating in research studies in the UX Lab or Social Media and Inclusive Health Lab

3) Doing Digital Media work in service of the Program/Department

COURSE DELIVERY FORMAT

This is a face to face lecture course in BH2 180. We engage in a lot of discussion about the readings, live demos, and in-class activities/critiques which makes it impossible to attend/participate virtually.

TENTATIVE COURSE SCHEDULE

Readings are to be completed *prior* to class where listed.

Tentative Semester Schedule:

Week and Topic	Date	Read Prior to Class	Watch/Listen Prior to Class	Assignment	In Class Activity
Week 1 - Course and Syllabus Overview	1/14	Syllabus	X		-Theme Song -Class Modes -Speed Friending
Week 2- History and Terminology of UX	1/21	Atkinson, 2007	What is UX Podcast	-UX-ercise #1 Due – Self Persona -Phone a Friend	-Speed Typing Competition -Dvorak Exercise
Week 3 – Nielsen’s 10 Principles	1/28	Nielsen 10 Principles	Vox – Norman Doors	-UX-ercise #2 Due – Use a Dvorak Keyboard for a Week -Phone a Friend	-Photograph Cars -The Thing from the Future
Week 4 – Signs, Symbols, Text, Colors	2/4	Peirce Semiotics	Choiceology -	-UX-ercise #3 Due – UX You Love, UX You Hate -Phone a Friend	--GeoGuessr
Week 5 – Human Psychology, User Centered/Human Centered Design	2/11	Gasson, 2002	Steering Wheel	-UX-ercise #4 Due – Refrigerator UX Redesign -Phone a Friend	-Make Something Worse, Sell It -Design the Perfect UX Tracker
Week 6 – Regulating Behavior, Values in Design	2/18	Latour, 1991	Do People Pay Attention to Signs	-UX-ercise #5 Due – Pomodoro Week -Phone a Friend	-Two things at Once
Week 7 –	2/25	Fogg, Nudge	How to Design the Most Addicting Game	-UX-ercise #6 Due – Favorite Game Tutorial -Phone a Friend	-Marvel Snap

Week 8 Affordances	3/4	Gaver 1991	Best Phone to Commit Crimes On	-First Half Assignment Due -Phone a Friend	-Impossible Box -Present First Half Assignment
Week 9 – Spring Break	3/11				
Week 10 – Storyboarding, Wireframes, Figma	3/18	Designing for the Mind in Mind	How to Use Figma in 45 Minutes		-Figma Demo
Week 11 – Human Attention/Vision	3/25	Designing for the Mind in Mind	-Limits of Human Attention/Psychology	-UX-ercise #7 Due – Create a Wireframe -Phone a Friend	-Scrolling Social Media
Week 12 – UX Constraints and Accessibility	4/1	-Kostic, 2011	-What’s it like to Slowly Go Blind?	-UX-ercise #8 Due – AudioEye, Writing Captions -Phone a Friend	-Modalities Lego Instruction Activity
Week 13 – UX for Security, Friction, Error Prevention	4/8	-Tsujiata and Rekimoto	How to Design Good Error Messages	-UX-ercise #9 - Due – Usability Testing -Phone a Friend	-Vision Pro Demo
Week 14 – UX for AR/VR/AI Interfaces	4/15	Liao, Rodwell, & Porter	Future of Work	-UX-ercise #10 - Due – AR/VR Headset Walkthrough -Phone a Friend	-Talk with Replika -Crystal Knows
Week 15 – Course Recap	4/22			-Second Half Project Due -Phone a Friend	Second Half Project Presentation
Final Assignment – Improve the UX of this Course	4/25			-Final Project Due -Phone a Friend	

INFORMATION TECHNOLOGY USED IN THIS COURSE:

The DIGM program requires every student majoring in DIGM to have their own laptop computer. For more information about laptop requirements, see: [Degree Requirements - University of Houston \(uh.edu\)](https://uh.edu) (DIGM)

Software requirements plus other hardware required for this course include: (list any software or hardware requirements)

- USB flash drive for backing up work
- MS Teams and Blackboard
- Webcam for Online

- MS Windows 10 or higher
- MS Office 2019 or higher
- Figma

All of the software except MS Office are available for download and installation on your personal computer courtesy of Azure Dev Tools for Teaching. Office 365 is free to you as a student. For additional information, please visit the following:

<http://www.uh.edu/technology/college/technical-support/general-faq/>

COURSE POLICIES:

Grading: I have two goals when I grade assignments – the first is to provide a thorough justification for why I assigned a particular grade, and the second is to offer suggestions for how to improve. My philosophy on grading is that effort is necessary for a good grade, but not sufficient. Effort is something that you demonstrate through your work, not something independent of your work. Effort is also difficult to measure and quantify, as what you believe is sufficient effort may differ greatly from my expectation or that of your peers. Lastly, it may simply be that you are exerting effort (e.g. pulling an all nighter) as a result of not having planned appropriately or done the work beforehand. That’s just a concentrated burst of effort, but ultimately has a less than optimal result. Because of this, I grade on the outcome that is on the page, which will show me your effort, as opposed to any reports of effort.

Late Policy: For our weekly activities, those deadlines are fixed with no extensions. With a class this size, we really cannot allow for This is to ensure the proper administration of the course, discussion/activities of the course, and the instructors time.

The place there is SOME leeway as far as a late policy is with projects, but really not much. For an instructor approved no penalty extension, you need to let me know well in advance and ask for a specific extension date. If you miss your one extension date, there will be no second extension.

If you do not have an instructor approved extension, the late penalty will be 10% off the total possible score for each day the assignment is late.

Office Hours: You are welcome and encouraged to stop by my office hours at any time, and also by appointment if necessary. My office is in 349 Brazos Hall.

Email: I really do my best to be as responsive as possible via email, but I ask that you keep a few things in mind: 1) Professors can receive dozens of work related emails a day, so always consider the reason you are emailing, and think about if there is another place you can find that information or if you can ask a classmate. 2) Be as clear as possible in your request, not something like ‘I didn’t understand the readings, can you explain.’ 3) Try to be respectful and understanding about the time that you send requests and the response time – Professors, like students, are very busy, and we all have different hours that we allot for work. I will not respond to class emails on weekends. **4) On all emails, message both Dr. Liao and Andrea Reading**

Lab Policies: The use of the CougAR lab is a privilege afforded to students of this class by me the instructor and the director of the lab. Please adhere to the following rules:

- Respect the lab manager and anyone else working in the lab
- Use the hardware/equipment for its designated purpose and following the instructions of the lab manager
- Follow all the given safety instructions
- Treat the hardware gently
- No food or drink inside the lab
- Stop immediately if you begin to feel discomfort or sickness

CLASS PROBLEMS:

Occasionally, there problems or concerns arise about the course you are taking. The IST Department expects that you communicate with the course instructor about problems and concerns, first.

If problems or concerns cannot be resolved with the instructor, the next appropriate course of action is to contact the program coordinator. If the situation is still not resolved, contact the IST Department Chair, Dr. George Zouridakis, to communicate your problems or concerns.

MENTAL HEALTH AND WELLNESS SERVICES:

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 POLICY:

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. Please know there are places on campus where you can make a report in confidence. You can find more information about resources on the Title IX website at <https://uh.edu/equal-opportunity/title-ix-sexual-misconduct/resources/>.

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.

SECURITY ESCORTS AND COUGAR RIDE

UHPD continually works with the University community to make the campus a safe place to learn, work, and live. The security escort service is designed for the community members who have safety concerns and would like to have a Security Officer walk with them, for their safety, as they make their way across campus. Based on availability either a UHPD Security Officer or Police Officer will escort students, faculty, and staff to locations beginning and ending on campus. If you feel that you need a Security Officer to walk with you for your safety, please call [713-743-3333](#). Arrangements may be made for special needs.

Parking and Transportation Services also offers a late-night, on-demand shuttle service called "Cougar Ride" that provides rides to and from all on-campus shuttle stops, as well as the MD Anderson Library, Cougar Village/Moody Towers and the UH Technology Bridge. Rides can be requested through the UH Go app. Days and hours of operation can be found at <https://uh.edu/af-university-services/parking/cougar-ride/>.

SYLLABUS CHANGES

Please note that the instructor may need to make modifications to the course syllabus. Notice of such changes will be announced as quickly as possible through canvas and in class.

ARTIFICIAL INTELLIGENCE

You may use AI programs e.g. ChatGPT to help generate ideas and brainstorm. However, you should note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. Beware that use may also stifle your own independent thinking and creativity.

You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it should be cited like any other reference material (with due consideration for the quality of the reference, which may be poor).