



# DGTL11003 *User Experience Design*

## Term 2 - 2019

Profile information current as at 14/05/2024 03:00 am

All details in this unit profile for DGTL11003 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

### General Information

#### Overview

User experience design is the practice of designing interactive digital products, services, environments and systems with the aim of supporting and enhancing the user experience. This unit provides an introduction to theories, principles and methods of user experience design. It addresses activities such as conceptualising, designing, prototyping and evaluating interactive products.

#### Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

Credit Points: 6

Student Contribution Band: 8

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

#### Offerings For Term 2 - 2019

- Brisbane
- Bundaberg
- Cairns
- Mackay
- Noosa
- Online
- Rockhampton
- Sydney

#### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

#### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Practical and Written Assessment**

Weighting: 30%

#### 2. **Practical and Written Assessment**

Weighting: 30%

#### 3. **Practical and Written Assessment**

Weighting: 40%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Student feedback

##### Feedback

Some students find the textbook tedious.

##### Recommendation

Alternative textbooks will be investigated.

## Unit Learning Outcomes

### On successful completion of this unit, you will be able to:

1. Explain theories, principles and methods of user experience design
2. Identify needs and establish requirements for the user experience
3. Gather, analyse and interpret data from user experience design activities
4. Design a conceptual model or prototype for an interactive product, applying theories, principles and methods of user experience design
5. Evaluate an interactive product in terms of the theories and principles of user experience design

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



N/A  
Level



Introductory  
Level



Intermediate  
Level



Graduate  
Level



Professional  
Level



Advanced  
Level

### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Practical and Written Assessment - 30%	•				•
2 - Practical and Written Assessment - 30%	•	•	•	•	•
3 - Practical and Written Assessment - 40%	•	•	•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Communication	•	•	•	•	•
2 - Problem Solving	•	•	•	•	•
3 - Critical Thinking	•	•	•	•	•

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
4 - Information Literacy	•	•	•	•	•
5 - Team Work					
6 - Information Technology Competence	•	•	•	•	•
7 - Cross Cultural Competence	•	•	•	•	•
8 - Ethical practice	•	•	•	•	
9 - Social Innovation					
10 - Aboriginal and Torres Strait Islander Cultures					

## Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Practical and Written Assessment - 30%	•	•	•	•		•	•			
2 - Practical and Written Assessment - 30%	•	•	•	•		•	•	•		
3 - Practical and Written Assessment - 40%	•	•	•	•		•	•	•		

## Textbooks and Resources

### Textbooks

DGTL11003

#### Prescribed

#### **Interaction Design: Beyond Human-Computer Interaction**

5th edition (2019)

Authors: Jenny Preece, Yvonne Rogers and Helen Sharp

John Wiley & Sons

Indianapolis , Indiana , USA

ISBN: 978-1119547259

Binding: Paperback

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Adobe Acrobat Reader (free browser plug-in)
- Adobe Photoshop or similar image-editing software
- Google Chrome
- Microsoft Word
- Mozilla Firefox
- Adobe XD

## Referencing Style

All submissions for this unit must use the referencing style: [Harvard \(author-date\)](#)  
For further information, see the Assessment Tasks.

## Teaching Contacts

**Steven Pace** Unit Coordinator  
[s.pace@cqu.edu.au](mailto:s.pace@cqu.edu.au)

## Schedule

### Week 1 - 15 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
1. Introduction to user experience design	Study Guide chapter 1	

### Week 2 - 22 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
2. The process of interaction design	Study Guide chapter 2	

### Week 3 - 29 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
3. Conceptualising interaction	Study Guide chapter 3	

### Week 4 - 05 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
4. Cognitive aspects (Chapter 4, 34 pages)	Study Guide chapter 4	
<b>Week 5 - 12 Aug 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
5. Social and emotional interaction	Study Guide chapter 5	<b>Interface evaluation</b> Due: Week 5 Friday (16 Aug 2019) 9:00 pm AEST
<b>Vacation Week - 19 Aug 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
<b>Week 6 - 26 Aug 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
6. Interfaces	Study Guide chapter 6	
<b>Week 7 - 02 Sep 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
7. Data gathering	Study Guide chapter 7	
<b>Week 8 - 09 Sep 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
8. Data analysis, interpretation and presentation	Study Guide chapter 8	
<b>Week 9 - 16 Sep 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
9. Evaluation	Study Guide chapter 9	<b>Data gathering and analysis</b> Due: Week 9 Friday (20 Sept 2019) 9:00 pm AEST
<b>Week 10 - 23 Sep 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
10. Discovering requirements	Study Guide chapter 10	
<b>Week 11 - 30 Sep 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
11. Design, prototyping and construction	Study Guide chapter 11	
<b>Week 12 - 07 Oct 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
12. Interaction design in practice	Study Guide chapter 12	<b>Interactive prototype</b> Due: Week 12 Friday (11 Oct 2019) 9:00 pm AEST
<b>Review/Exam Week - 14 Oct 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
<b>Exam Week - 21 Oct 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic

## Term Specific Information

You must have access to the following resources for this unit of study.

### Unit Website

The unit website provides essential resources for the unit such as a Study Guide and an online discussion forum. It can be accessed at [moodle.cqu.edu.au](http://moodle.cqu.edu.au)

### Study Guide

The online Study Guide will direct you to all of the essential readings, videos, discussion questions and exercises for each module of the unit. The Study Guide is available in Adobe Portable Document format (PDF) from the unit website.

### Discussion Forum

An online discussion forum will be provided through the unit website for discussing matters that relate to the unit. The discussion forum is the primary means of support for off-campus students who want assistance with tutorial exercises and assignments.

### Word Processor

You will need a word processor such as Microsoft Word for writing parts of your assignments.

### Adobe Acrobat Reader

You will need Adobe Acrobat Reader, which is a free program that lets you view, navigate and print PDF documents like the DGTL11003 Study Guide. Adobe Acrobat Reader can be downloaded from the Adobe website at [www.adobe.com](http://www.adobe.com)

### Audio Recorder

You will need an audio recorder that is capable of saving a voice recording as an M4A or MP3 file for one of the assignments. Many mobile phones, tablet computers and laptop computers have a built-in audio recorder that can be used for this purpose.

### Adobe XD

You will need Adobe XD, a free software tool for designing and prototyping user experiences for web and mobile applications. Adobe XD is available in the on-campus digital media labs. It can also be freely downloaded for both Windows 10 and macOS from the Adobe website at [www.adobe.com/au/products/xd.html](http://www.adobe.com/au/products/xd.html). To install and use Adobe XD, you will need Windows 10 Creators Update 64-bit (version 1703 build 10.0.15063) or later, or macOS 10.12 or later.

### Image Editor

You will need an image editor, preferably a recent version of Adobe Photoshop. Photoshop is available in the on-campus digital media labs. It can also be purchased at a discounted education price as part of the Adobe Creative Cloud subscription from the Adobe website at [www.adobe.com.au](http://www.adobe.com.au). A free 7-day trial version of Photoshop can be downloaded from [www.adobe.com/au/downloads.html](http://www.adobe.com/au/downloads.html).

### Web Browsers

You will need a recent version of Google Chrome ([www.google.com/chrome](http://www.google.com/chrome)) and Mozilla Firefox ([www.mozilla.com](http://www.mozilla.com)) to explore the Web and test the prototypes that you create. Off-campus students are encouraged to install the latest versions of these browsers. On-campus students may use whichever versions are installed in their local computer lab.

## Assessment Tasks

### 1 Interface evaluation

#### Assessment Type

Practical and Written Assessment

#### Task Description

This assignment requires you to evaluate a website and prepare an evaluation report. Please refer to the unit website for the assignment details.

#### Assessment Due Date

Week 5 Friday (16 Aug 2019) 9:00 pm AEST

## Return Date to Students

2 weeks after submission

### Weighting

30%

### Assessment Criteria

Please refer to the unit website for the detailed assessment criteria.

### Referencing Style

- [Harvard \(author-date\)](#)

### Submission

Online

### Submission Instructions

Please refer to the unit website for assignment submission instructions.

### Learning Outcomes Assessed

- Explain theories, principles and methods of user experience design
- Evaluate an interactive product in terms of the theories and principles of user experience design

### Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence

## 2 Data gathering and analysis

### Assessment Type

Practical and Written Assessment

### Task Description

This assignment requires you to demonstrate skills in data gathering, analysis, interpretation and presentation. You must: invite a volunteer to perform a task on a website while using the think-aloud technique; collect data about the user's experience by making an audio recording of what they say during the task; transcribe the recording; code the transcript for significant incidents; and write a report that presents your findings. Please refer to the unit website for the assignment details.

### Assessment Due Date

Week 9 Friday (20 Sept 2019) 9:00 pm AEST

## Return Date to Students

2 weeks after submission

### Weighting

30%

### Assessment Criteria

Please refer to the unit website for the detailed assessment criteria.

### Referencing Style

- [Harvard \(author-date\)](#)

### Submission

Online

### Submission Instructions

Please refer to the unit website for assignment submission instructions.

### Learning Outcomes Assessed

- Explain theories, principles and methods of user experience design
- Identify needs and establish requirements for the user experience
- Gather, analyse and interpret data from user experience design activities



- Design a conceptual model or prototype for an interactive product, applying theories, principles and methods of user experience design
- Evaluate an interactive product in terms of the theories and principles of user experience design

#### **Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## **3 Interactive prototype**

#### **Assessment Type**

Practical and Written Assessment

#### **Task Description**

This assignment requires you to create a user persona, a navigation map, and an interactive prototype for a website or mobile application for a fictitious business. You are also required to write a report that explains your design decisions. Please refer to the unit website for the assignment details.

#### **Assessment Due Date**

Week 12 Friday (11 Oct 2019) 9:00 pm AEST

#### **Return Date to Students**

2 weeks after submission

#### **Weighting**

40%

#### **Assessment Criteria**

Please refer to the unit website for the detailed assessment criteria.

#### **Referencing Style**

- [Harvard \(author-date\)](#)

#### **Submission**

Online

#### **Submission Instructions**

Please refer to the unit website for assignment submission instructions.

#### **Learning Outcomes Assessed**

- Explain theories, principles and methods of user experience design
- Identify needs and establish requirements for the user experience
- Gather, analyse and interpret data from user experience design activities
- Design a conceptual model or prototype for an interactive product, applying theories, principles and methods of user experience design
- Evaluate an interactive product in terms of the theories and principles of user experience design

#### **Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem