



TRANSFORMING USER EXPERIENCE DESIGN EDUCATION

Through Integrated Learning

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OUTLINE

Curricular Framework

Competency Strands & Foundational Principles

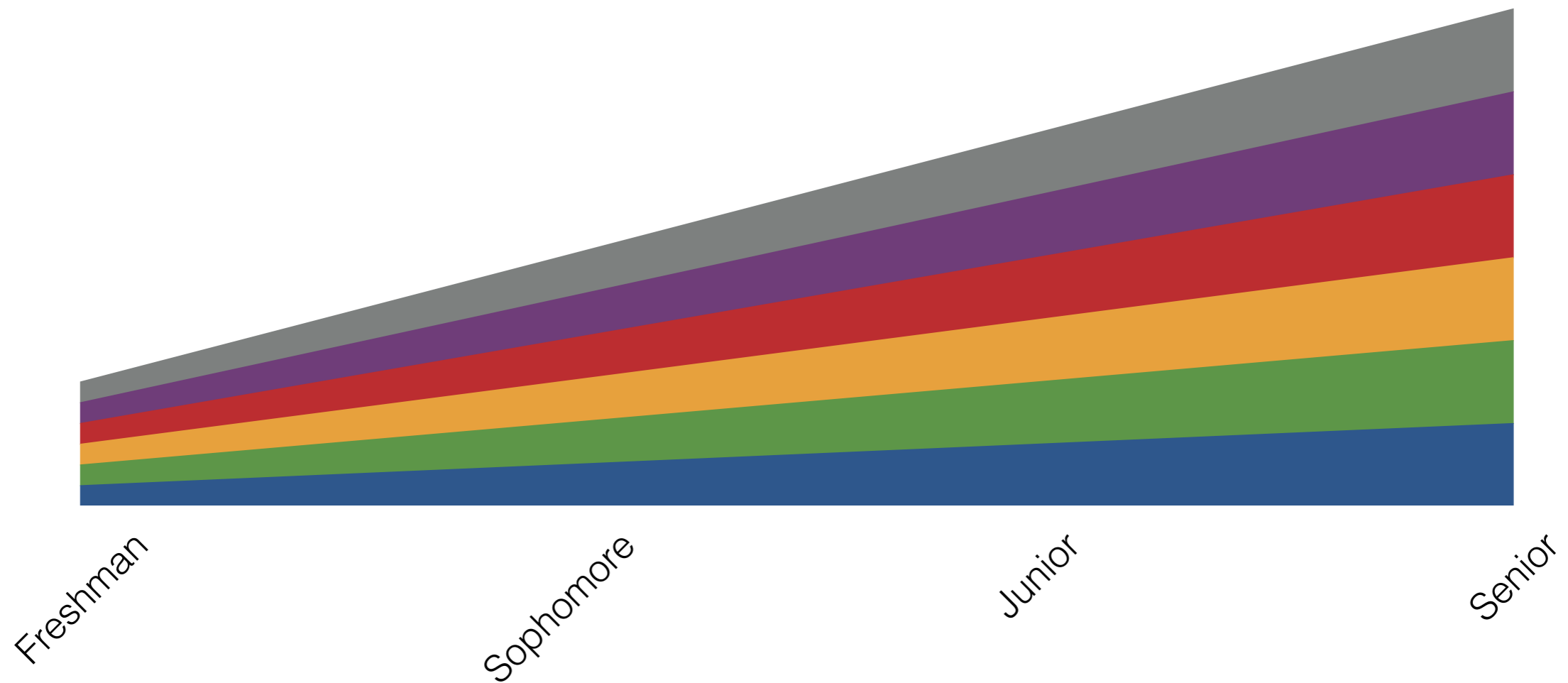
Learning & Experience Studios

Program-Level Interactions

GUIDING METAPHOR



COMPETENCY STRANDS



- Visual and Interaction Representation
- Design Philosophy
- Social/Research Methods
- Technical Skills
- Global Consciousness
- Leadership/Teamwork

FOUNDATIONAL PRINCIPLES

INTEGRATION

MULTIDISCIPLINARITY

LEARNING IN CONTEXT

MENTORSHIP

REAL-WORLD EXPERIENCE

INDIVIDUALIZED LEARNING

LEARNING
STUDIOS

EXPERIENCE
STUDIOS

LEARNING STUDIOS

172-08
271-08, 272-08
371-08, (372-08)

12-15 credits

EXPERIENCE STUDIOS

172-07
272-07 (x2)
372-07 (x2)

15 credits

LEARNING STUDIOS

heightened view of reality
with integrated learning
across all strands

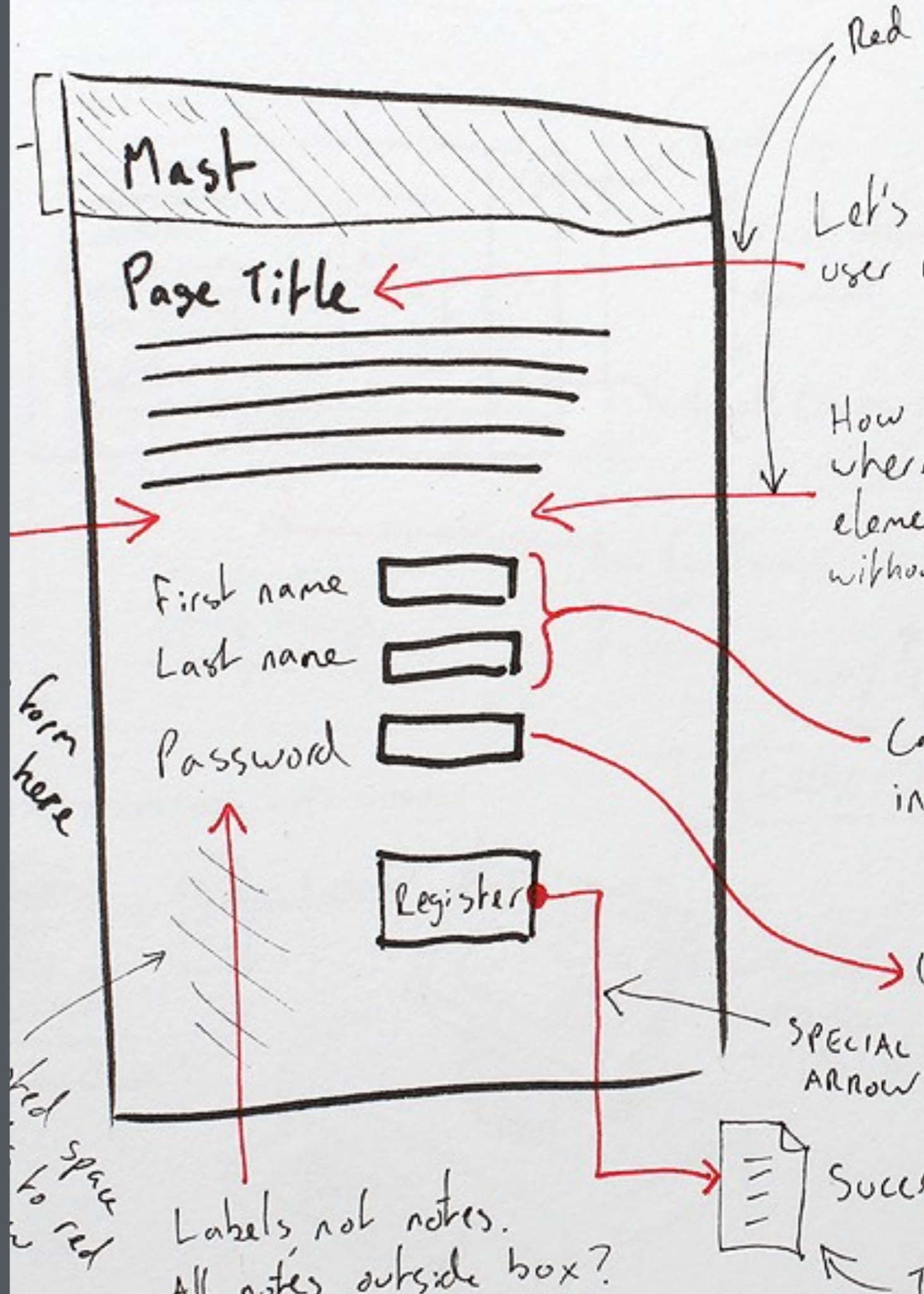
COHORT SPECIFIC

EXPERIENCE STUDIOS

real-world projects, with
specific learning outcomes
determined by client projects

MANAGED CHAOS

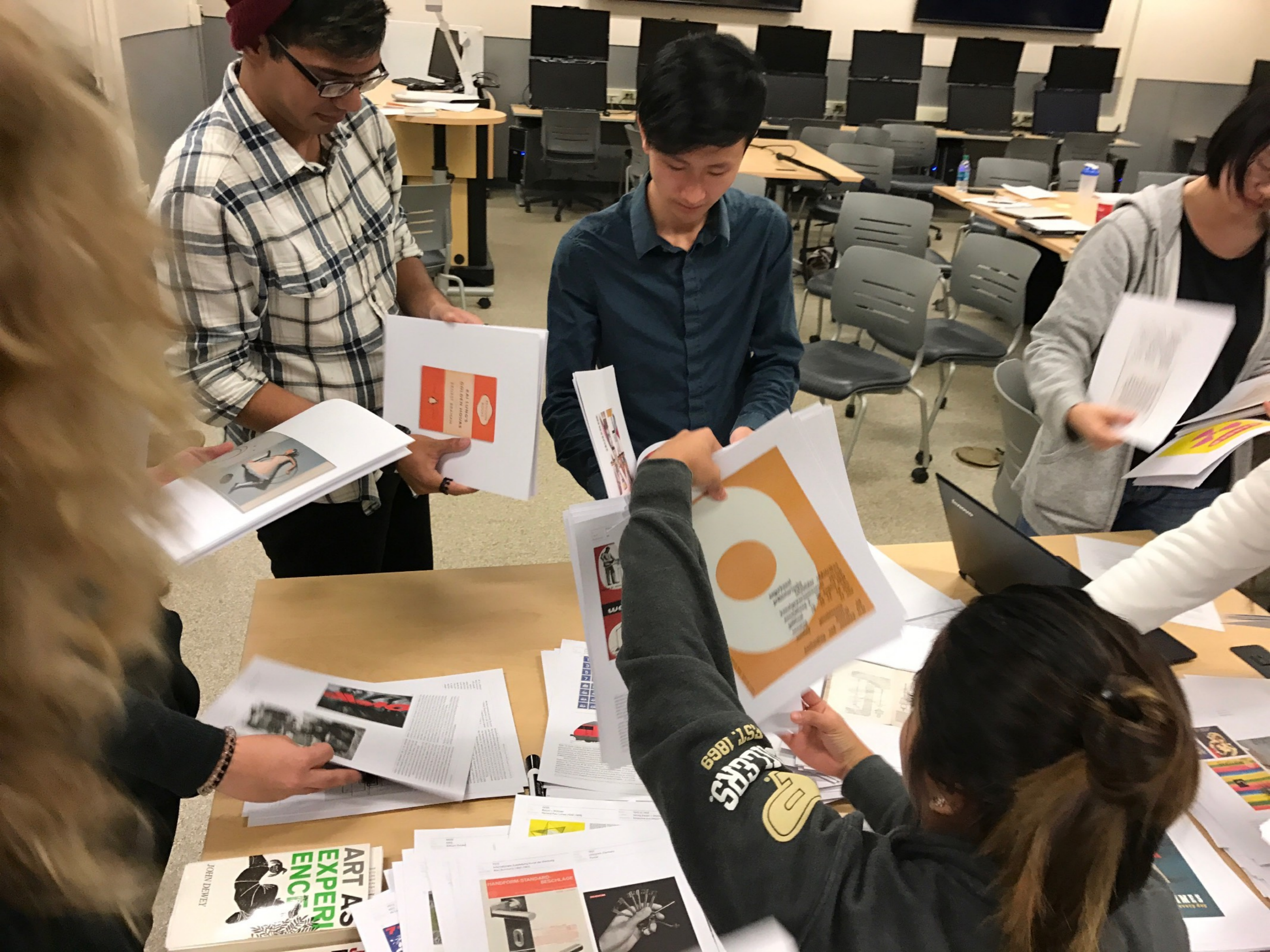
LEARNING STUDIOS



VALUES OF UXD

VALUES







**LEARNING
STUDIOS**

172-08

FOCUS
low-fidelity screen

271-08

FOCUS
high-fidelity screen

**BUILDING INTEGRATED
SKILLS IN CONTEXT WITH
INCREASING COMPLEXITY
SPIRALING OVER TIME**

272-08

FOCUS
physical and omni-channel

371-08

FOCUS
service and strategy

STUDIO ACTIVITIES

PROJECTS

CRITIQUE

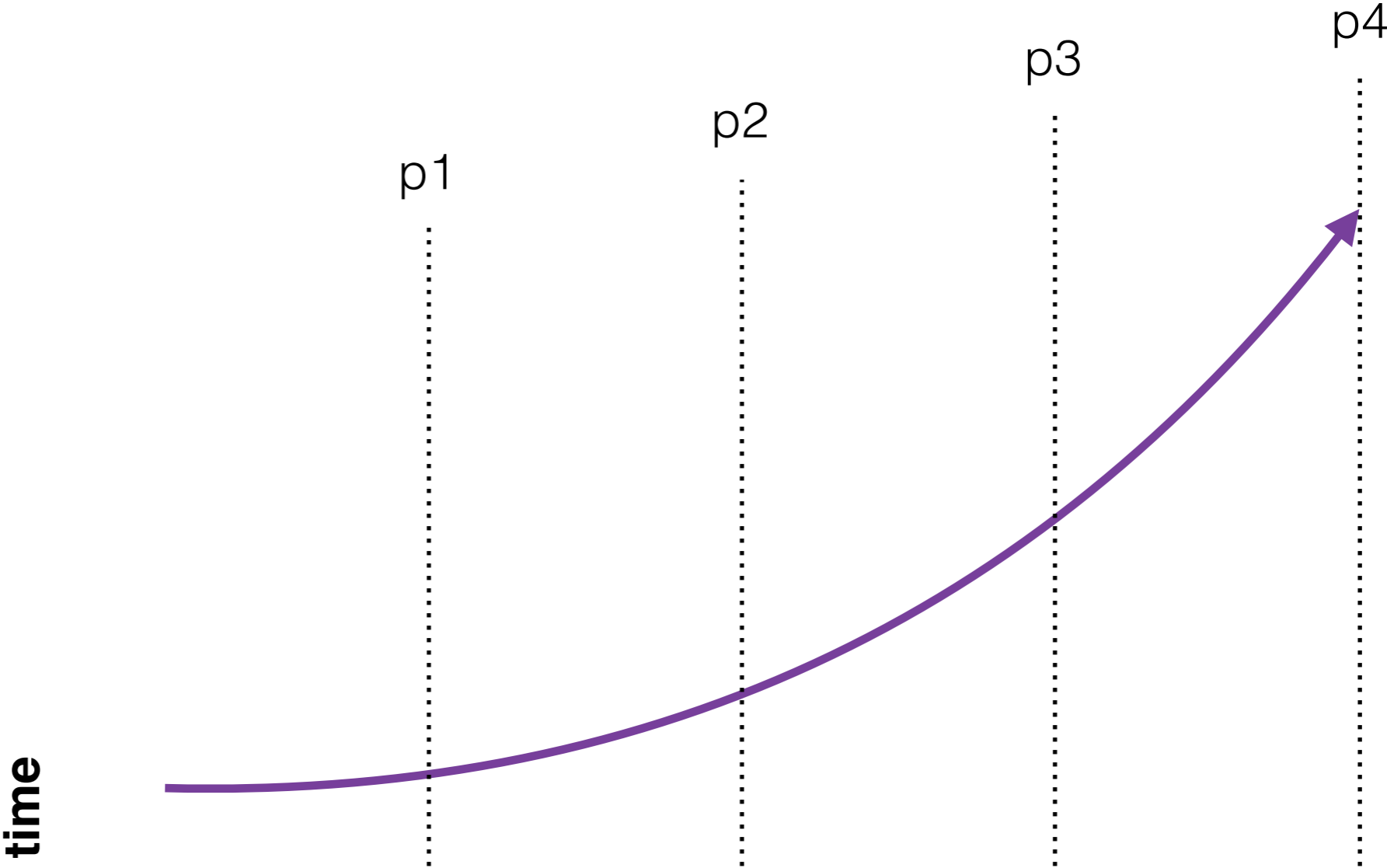
REFLECTION

PORTFOLIO

**LEARNING
STUDIOS**

STUDIO PROGRESSION

LEARNING
STUDIOS



complexity

team composition, research and representational methods,
project deliverables, time to execute

LEARNING STUDIO COMPETENCIES

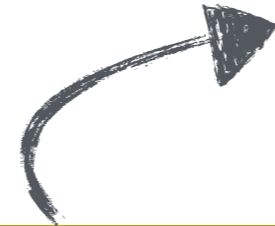
TECHNICAL

VISUAL & INTERACTIVE
REPRESENTATION

SOCIAL/RESEARCH
METHODS

DESIGN PHILOSOPHY

tool-specific knowledge
(e.g., Axure, Sketch, HTML/CSS)



TECHNICAL

VISUAL & INTERACTIVE
REPRESENTATION

SOCIAL/RESEARCH
METHODS



depicting design cognition
(e.g., sketching, mockups, prototypes, visual principles, information architecture)

understanding users
(e.g., user research methods, psychology, analysis and evaluation)

DESIGN PHILOSOPHY



design approaches and processes
(e.g., user-centered design, problem framing, iteration, personal design process)

COMPETENCY ALIGNMENT

HCDD STUDIO 1

HCDD STUDIO 2

SCREEN-BASED (LO-FI)

SCREEN-BASED (HI-FI)

PROBLEM FRAMING, SCOPING, & IDEATION

- Problem Frame (static)
- Problem Statement (static)
- Requirements Generation

- Problem Frame (traversal)
- Problem Statement (select)
- Idea Fluency (basic)

DATA GATHERING

- Observation
- Interview
- Usability Test (basic)

- Cognitive Walkthrough
- Survey

DATA ANALYSIS

- KJ/Affinity Diagramming
- Personas + Scenarios
- Task Flow

- Semantic Differential
- Heuristic Analysis
- Quantitative Analysis

PROTOTYPING

- Sketching
- Wireframing (manually)
- Paper prototyping

- Mood Board/Style Tile
- Storyboarding

SOCIAL IMPACT/ STRATEGY

- Audience Impact
- Societal/Cultural Impact
- Ethical Obligations

- Persuasive Design
- Emotional Design

LEARNING
STUDIOS

COMPETENCY ALIGNMENT

**LEARNING
STUDIOS**

	HCDD STUDIO 2	HCDD STUDIO 3	HCDD STUDIO 4
(-FI)	SCREEN-BASED (HI-FI)	PHYSICAL COMPUTING	STRATEGY DESIGN
(atic) ion	<ul style="list-style-type: none"> • Problem Frame (traversal) • Problem Statement (select) • Idea Fluency (basic) 	<ul style="list-style-type: none"> • Agile/Waterfall Workflows • Lean UX 	
	<ul style="list-style-type: none"> • Cognitive Walkthrough • Survey 	<ul style="list-style-type: none"> • Bodystorming • User Journey Map 	<ul style="list-style-type: none"> • Cultural Probes • Diary Studies
ng	<ul style="list-style-type: none"> • Semantic Differential • Heuristic Analysis • Quantitative Analysis 	<ul style="list-style-type: none"> • Card sorting • Mental Models • Experience Sampling 	<ul style="list-style-type: none"> • Swim Lanes • Personas (data-driven)
)	<ul style="list-style-type: none"> • Mood Board/Style Tile • Storyboarding 	<ul style="list-style-type: none"> • Physical Prototyping • Wizard of Oz 	<ul style="list-style-type: none"> • Dynamic • Pixel-Perfect Layouts
ct	<ul style="list-style-type: none"> • Persuasive Design • Emotional Design 	<ul style="list-style-type: none"> • Critical Design • Conceptualizing the User 	<ul style="list-style-type: none"> • Design Strategy • Products/Systems/Services

HCDD STUDIO LEARNING OUTCOMES

	HCDD STUDIO 1	HCDD STUDIO 2	HCDD STUDIO 3	HCDD STUDIO 4	HCDD STUDIO 5
Problem Framing, Scoping, & Ideation	<p>Conduct basic analysis of situations, clients and problems, and articulate problem statements.</p> <p>Create concepts that address the issues in the problem statement.</p>	<p>Conduct intermediate analysis of situations, clients and problems using multiple approaches to problem framing.</p> <p>Create a variety of concepts that address the issues in the problem statement.</p>	<p>Conduct advanced analysis of situations, clients and problems that demonstrates an awareness of organizational strategy.</p> <p>Create a variety of concepts that address the issues in the problem statement and demonstrate awareness of organizational strategy.</p>	<p>Conduct expert analysis of situations, clients and problems that aligns with the client organization's larger strategies and business goals.</p> <p>Create a variety of concepts that align with the client organization's strategic goals.</p>	<p>Conduct expert analysis of situations, clients and problems to contribute to advancing the client organization's strategies and business goals.</p> <p>Create a variety of concepts that advance the client organization's strategic goals.</p>
Data Gathering & Analysis	Use basic data gathering and analysis techniques to inform design decisions.	Use intermediate data gathering and analysis techniques to inform design decisions.	Use physically based techniques for data gathering and analysis to inform design decisions.	Use advanced data gathering and analysis techniques to inform design decisions.	Use expert data gathering and analysis techniques to inform design decisions.
Prototyping	Demonstrate basic application of principles of visual and interaction design to create low-fidelity prototypes.	Demonstrate intermediate application of principles of visual and interaction design to create high-fidelity prototypes.	Demonstrate application of human factors principles to create physical prototypes.	Demonstrate fluent application and evaluation of visual and interaction design principles. Use advanced prototyping techniques to create interactive digital prototypes.	Demonstrate advanced application and evaluation of visual and interaction design principles. Use advanced prototyping techniques to create working interactive digital prototypes.
Design process	Explain and apply the fundamental components of user-centered design.	Distinguish among major approaches to user-centered design such as goal-directed design, participatory design, etc.	Distinguish among popular processes and methodologies for UX such as agile, waterfall, lean, etc.	Demonstrate the ability to make recommendations for appropriate major design approaches and methodologies that fit a particular design situation and team.	Demonstrate the ability to lead UX teams through the user-centered design process, employing appropriate approaches, processes and methodologies.
Design philosophy	Articulate the core values of user-centered design.	Compare and contrast the core values of various approaches to user-centered design.	Explain how design philosophy impacts design practice.	Articulate their design identity and personal design philosophy.	Practice user-centered design in concordance with their personal design philosophy.

EXP STUDIOS



EXP
STUDIOS

172-07

FRESHMEN

participate & contribute

271-07

SOPHOMORE

accountable for activities

**STUDENTS SOLVE REAL-WORLD
PROBLEMS IN A COMPANY-LIKE
ENVIRONMENT WHILE WORKING IN
TEAMS ON INDUSTRY PROJECTS.**

371-07

JUNIOR (+ SENIOR)

manage & mentor

EXPERIENCE STUDIO COMPETENCIES

LEADERSHIP/TEAMWORK

VISUAL & INTERACTIVE
REPRESENTATION

SOCIAL/RESEARCH
METHODS

DESIGN PHILOSOPHY

GLOBAL CONSCIOUSNESS

**LEARNING
STUDIOS**

**EXPERIENCE
STUDIOS**

UX DESIGN PROGRAM

FRESHMEN



LEARNING
STUDIO 1

SOPHOMORE

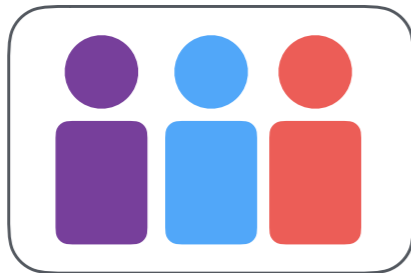


LEARNING
STUDIO 3

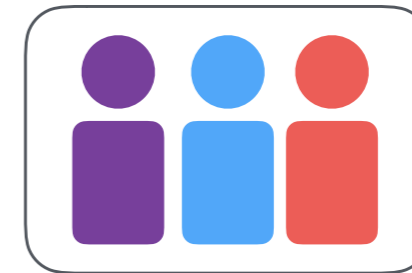
JUNIOR



LEARNING
STUDIO 5



EXPERIENCE
STUDIO



FRESHMEN



LEARNING
STUDIO 1

SOPHOMORE

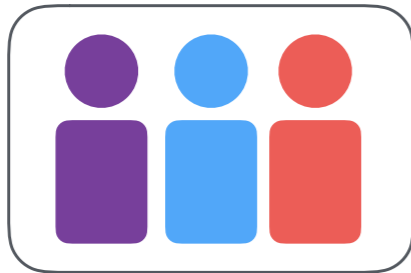


LEARNING
STUDIO 3

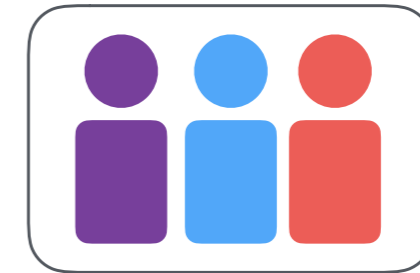
JUNIOR



LEARNING
STUDIO 5



EXPERIENCE
STUDIO



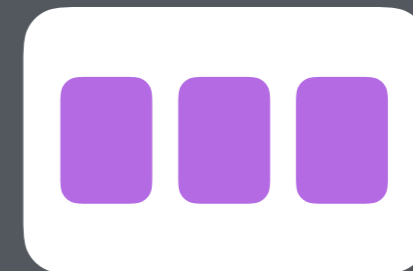
**1:1 PEER
MENTORING**



**1:1 FACULTY
MENTORING**



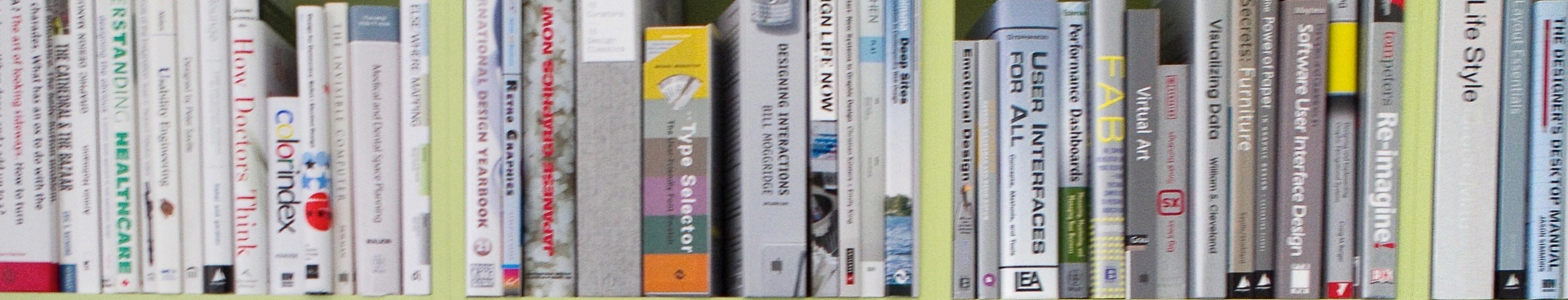
**PORTFOLIO
DEVELOPMENT**



“The studio experience really shocked me. I have never been in a course that was so tasking, yet so enjoyable at the same time. It was kind of amazing how excited I was about the content that I was learning and the work I was getting to do day in and day out. That excitement really made the course easier to enjoy and increased my dedication and effort in everything that I did throughout the semester.”

*“Keep doing what you're doing.
I'm always so captivated.”*

“The class excels at engaging students and it makes me want to learn more and more about design. It is so well thought out. [...] The course work is hard and demands a lot of time but I want to do it and achieve more. This is the only class where you professors have it made it clear that our grades are based on our progress and growth as designers, not as just letters to stress over. I really feel as if this class cares about me.”



THANK YOU

colingray.me | uxp2.com



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<https://www.flickr.com/photos/seeminglee/4556156477>