**Course description (topics)**

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| **Title of the course:**Mastering IxD - The Human Aspect |
| **Tutors of the course , contact details:** Viktória Barcsi, barcsiviktoria@gmail.com |
| Code: | Related curriculum (programme/level): | Recommended semester within the curriculum: | Credit: | Number of class hours: 68Student working hours: |
| Related codes | Type: (seminar/lecture/class work/consultation, etc.) | Can it be an elective course? | In case of elective what are the specific prerequisites: |
| Course connections (prerequisites, parallelis): |
| **Aim and principles of the course:**This course explores the human-centered design paradigm from a broad perspective, emphasizing how user research can be integrated into different phases of the design process and how the human aspect remains dominant throughout the process. It provides hands-on experience in the development of innovative digital products and it’s organized around the following modules: design research, analysis & synthesis, concept generation & prototyping. |
| **Learning outcomes (professional and general competences to be developed):****Knowledge:**Students will understand * how to uncover unarticulated customer needs
* how to implement them into the design process

**Ability:**Students will be able to* obtain information about users and activities
* employ various design methods to identify a solution
* perform a usability evaluation of suggested solutions

**Attitude:**Students will improve* analytical, collaborative, design and creative skills
* open mindedness
* problem solving attitudes

**Autonomy and responsibility:** Students will develop competence/confidence in a research based design process |
| **Topics and themes to be covered in the course:**1. Introduction: human-centered design process and design research
2. Understanding users 1: behaviour (e.g :.(n)etnography, analytics), cognitive biases and abilities
3. Understanding users 2: attitude
4. Analyzing and synthesizing research results
5. Generating ideas and developing a concept based on the synthetised problems
6. Prototyping and psychological aspects of products
7. Validating design
8. Design iteration
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| **Specificities of process organisation / organisation of learning:** **Course structure, nature of the individual sessions and their timing** 1.Group project:Students will work with fellow team members to improve an existing application/website. To make this happen, the teams will complete the following tasks: * Identify an existing service in need of improvement
* Conduct research with current or prospective users
* Develop a prototype
* Evaluate the design
* Present the final design

2. Individual project: * Heuristic evaluation of an exisiting application/website
* Problem space analysis
* Research plan

**Students' tasks and responsibilities:**Students are expected to participate in class discussions, hands-on activities, workshops, and provide constructive criticism to each others’ projects during design critique sessions. **Learning environment**: classroom |
|  **Requirements to be met:**1.The final project’s presentation should contain a clear description of the design problem, the project scope, the research process , the key findings and the concept .2. The document of the individual project should contain the heuristic evaluation, the problem space analysis and the research plan**Method of assessment:** The assessment will be based on the work completed and the documentation and oral presentation of the work at the final exam. The student receives a grade and an oral assessment, with self-reflection practices during the semester. **Assessment criteria (what is taken into consideration in the assessment):** Group project (50%)Individual project (30%)Soft skills (20%)- Cooperation- Contributing skills- Flexibility- Communication- Presentation - Communication during work processes - Self-assessment**How is the mark calculated:**91-100%: excellent76-90%: good61-75%: satisfactory51-65%: pass0-50%: fail |
| **Required Literature:**Jan Dittrich: A Beginner’s Guide to Finding User Needs. https://jdittrich.github.io/userNeedResearchBook/#toc53Jon Kolko :The Importance of Synthesis during the design process http://www.jonkolko.com/writingInfoArchDesignStrategy.php**Recommended Literature:**Jon Kolko: The Divisiveness of Design Thinking. http://jonkolko.com/writingDesignThinking.phpJon Kolko :Abductive Thinking and Sensemaking: The Drivers of Design Synthesis. http://www.jonkolko.com/writingAbductiveThinking.phpGetting People to Talk: An Ethnography & Interviewing Primer: <https://vimeo.com/1269848> |
| Other information: |
| Recognition of knowledge acquired elsewhere/previously/validation principle:* No exemption from attending and completing the course will be granted,
* Exemptions from the acquisition of certain competences and the completion of certain tasks may be granted,
* some tasks may be replaced by other activities,
* full exemption may be granted.
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| Out-of-class consultation times and location |