

INSTRUCTORS

Jason Ulaszek

(847) 644-9238
jason@inzovu.co
@webbit
@inzovudesign
@uxforgood

Brian Winters

(630) 670-8562
winters.cx@gmail.com
@bwinters

Office hours are by appointment, generally 1 hour prior to class. Call or email Jason Ulaszek to schedule.

COURSE MEETING

Tuesdays @ 5:45-9:00 PM
14 East Jackson, Room 213 (Loop Campus)

PREREQUISITES

HCI 445 – Inquiry Methods and Use Analysis
HCI 454 – Interaction Design and Information Architecture

SUGGESTED TEXTS

- ***Well-Designed: How to Use Empathy to Create Products People Love***
Author: Jon Kolko
Publisher: A Book Apart
Purchase @ <http://www.amazon.com/Well-Designed-Empathy-Create-Products-People/dp/1625274793>
- ***A Project Guide to UX Design: For user experience designers in the field or in the making***
Authors: Carolyn Chandler and Russ Unger
Publisher: New Riders, 2nd edition, March 2012
Purchase @ <http://www.amazon.com/gp/product/0321815386>
- ***Flawless Consulting: A Guide to Getting Your Expertise Used***
Author: Peter Block
Publisher: Pfeiffer, 3rd edition, March 2011
Purchase @ <http://www.amazon.com/Flawless-Consulting-Guide-Getting-Expertise/dp/0470620749>
- ***Design Professionalism***
Author: Andy Rutledge
Purchase @ <http://designprofessionalism.com>
- ***Design is a Job***
Author: Mike Monteiro
Publisher: A Book Apart
Purchase @ <http://www.abookapart.com/products/design-is-a-job>
- ***You're My Favorite Client***
Author: Mike Monteiro
Publisher: A Book Apart
Purchase @ <http://www.abookapart.com/products/youre-my-favorite-client>

Additional texts and publications will be referenced and suggested throughout the course. Students may opt to purchase them; however, purchase will not be required to complete course requirements.

COURSE OVERVIEW AND OBJECTIVES

Working with clients, students choose and practice appropriate methods learned in the HCI foundational courses to address business goals and user needs. Course coverage includes best practices for consulting, effective communication with clients and coworkers, understanding business and organizational needs, and setting realistic goals and expectations.

Through practice, students will improve in their ability to do the following:

- Work with a client to identify business goals and user needs
- Organize and manage a project encompassing various stages of user experience design
- Choose appropriate analysis and design methods to best achieve project goals
- Refine designs based on client feedback and/or user studies
- Manage client expectations
- Speak for their methods and designs

ASSIGNMENTS / PROJECTS

Periodic assignments will be given to students. Students will also work in a project team environment with a client to directly apply learnings.

Students will work in a project team environment with a client to identify project goals and produce deliverables that achieve them. Deliverables will correspond to various stages of user experience design and may encompass user research, information architecture, interaction design, storyboarding at various levels of detail, prototyping and evaluation. Students may also be expected to produce and deliver typical project management artifacts such as a statement of work (SOW) and project plan during the client project. Overall integration will be evaluated for consistency of language, continuity of experience, and organization/detail included in the deliverables.

Course activities and exercises may also include role-play, case study exploration, and discussion of current on-the-job experiences. Outside participants and guest lecturers may be also invited in mid- to later-stage development to provide a role-play counterpart for client or user feedback.

FINAL EXAM

A final client project presentation will be completed by each project team and will take place on the date of the final exam. Each student will be responsible for contributing to the presentation and will be asked to submit their reflections on the project and course.

GRADE DETERMINATION

Percent / Points	Focus
30% (60 points)	Course assignments (approximately 3-5 assignments)
55% (110 points)	Client project delivery (final exam)
15% (30 points)	In-class or on-class website participation and contribution

Students receiving more than 90% of possible points are guaranteed at least an A-, more than 80% at least a B-, more than 70% at least a C-, and more than 60% at least a D.

POLICIES

All students are expected to attend and participate in class activities.

Late assignments will be accepted without penalty until 5pm the day following the due date. Assignments turned in later than 5pm the day following the due date will not be accepted.

When re-using materials, citing examples or using quotes in support of assignments, it should always be clear to the instructor when relying on the work or results of others. If in doubt, be explicit in your assignments and reports.

School policies on instructor evaluation, email, plagiarism and incompletes are available through normal DePaul channels.

COURSE SCHEDULE

The following is the schedule for the course:

- 1/5 – Class 1
- 1/12 – Class 2
- 1/19 – Class 3
- 1/26 – Class 4
- 2/2 – Class 5
- 2/9 – Class 6
- 2/16 – Class 7
- 2/23 – Class 8
- 3/1 – Class 9
- 3/8 – Class 10
- 3/15 – Final Class Meeting and Student Project Team Presentations

Note: the weekly cadence of topics is finalized immediately after the first class to ensure students have an opportunity to advocate for additional special topics (as discussed and determined during first class meeting).

TOPICS

Topics and the order of topics in the syllabus that follows may be revised, re-ordered, or changed. At least one week's notice will be provided before any such changes are made.

- Overview and Basic Terminology and Structure
- The Role of a User Experience Designer
- Types of Consulting – Internal vs. External

- The Make Up of a Team
- Types of Consulting Models – Where UX Fits, Sample Org and Career Models, etc.
- Selling the Value of UX
- The Sales Process and Related Acronyms (RFI, RFP, SOW, MSA, etc.)
- Contracts and Agreements
- Planning and Estimating
- Selecting the Right Approach and Activities (and How to Estimate)
- Project Management
- Concepts of Consulting in UCD/HCI
- Effective Internal Consulting
- Design Professionalism
- Ethics and Learning
- What Makes a Good Deliverable
- Effective Meetings
- Deliverable Review Practices
- Storytelling and Presentation Skills
- Listening Skills
- Other Special Topics – TBD (determined by initial class survey)