

MODULE DESCRIPTOR

MODULE TITLE	ADVANCED TOPICS IN USER EXPERIENCE		
MODULE CODE	CO4732 (L7)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF SCIENCES		

MODULE AIMS

- Identify appropriate techniques for use in UX practice
- Provide experience in novel and emerging areas of UX practice.
- Explore, explain and critique a variety of UX methods

MODULE CONTENT

Indicative syllabus content:

NOTE: This module introduces new and emerging trends whilst also taking advantage of visiting and guest tutors and focussing on research activities currently carried out by the UCLan team.

The content therefore is variable but will typically include:

Models of Interactivity
 Activity and social theories
 Theories of fun, pleasure and their application to user experience
 Language and communication theories and their application to user experience
 Methods and techniques for evaluating user experience
 Design practice within user experience
 User centred security, privacy and trust
 Feminist research in UX
 User Experience in different contexts such as games
 User Experience and Children
 Sustainable User Experience

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Describe and critically evaluate the usefulness of different methods and models as applied to situations
2. Critically discuss current and future UX trends.
3. Investigate, identify, and evaluate appropriate UX research methods
4. Discuss ethical and moral perspectives in relation to the creation and use of interactive products, and their social impact.

TEACHING METHODS

The core learning material will be delivered during lecture sessions; these will be available on the web for online use where they will be augmented with additional learning materials and tasks.

Face to face seminar sessions will give the students the chance to discuss and present their work in a critical environment. Visiting academics and researchers from UCLan will supplement the core curriculum with lectures on current UX topics.

This module will reflect current topics and the research interests of the staff. Consequently, the details of the assessment will vary. In assignment 1, students will be expected to report on the application of techniques to a given situation before drawing on relevant literature to evaluate the techniques in terms of effectiveness, efficiency, etc. in that situation. Students may be asked to apply UX techniques to analyse a system or to carry out an experiment to gather data (e.g. on the performance of users with different types technology). However, the techniques that students are asked to consider will depend on the staff research interests.

In the critical analysis, students may be given the opportunity to investigate a current issue starting with given seed articles and review relevant research approaches and ethical issues. Students will be encouraged to include relevant areas and articles that are of particular interests to them.

ASSESSMENT METHODS

This module is assessed through an examination and a critical analysis coursework.