



**Faculty of Information  
School of Graduate Studies  
University of Toronto – St. George  
Semester: Winter 2017  
INF2192H – Representing UX**

**COURSE DIRECTOR: Dr. Olivier St-Cyr, PhD, LEL**

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Office hours: **Tuesday 12:00pm – 1:00pm; Wednesday 11:00am – 1:00pm**

**CLASS TIME:** Lecture: **Tuesday 6:30pm – 9:30pm** Location: **BL 417**

**COURSE DESCRIPTION:**

User experience (UX) is concerned with the iterative modeling of complex relationships among four primary elements: people, organizational goals, content, and interaction. This course covers a series of methods to represent UX in each of the four elements mentioned above. Methods and tools for modelling people may include user journey/experience maps, personas, affinity diagrams, and user flow. Methods and tools for capturing organizational goals may include stakeholder interviews, organizational research, discovery workshops, and competitive analysis. Methods and tools for designing content and interactions may include information architecture schemas, content mapping, prototyping, design principles, and usability and user experience goals. Throughout the course, students will work on a major design project and will represent a user's total experience when interacting with a digital system, including measurement of user experience through different metrics (e.g., performance, comparison, self-reporting) and evaluation techniques (usability testing, experimental design, non-parametric tests).

**PREREQUISITES:**

INF2169H and INF2191H.

Because this is a transition year into the new UXD Concentration, we will be waiving the prerequisites for this year only as follows: For students who entered the program PRIOR TO Sept 2016 and have switched from KMD to UXD, the prerequisites for INF2192H will be waived. You should take INF2191H and INF2169H at the same time as INF2192H. For students who entered the program in Sept 2016, you will take INF2192H in the Winter of 2018.

## LEARNING OBJECTIVES:

INF2192H has seven (7) key learning objectives:

- Explain the relationship between user experience goals and organizational/marketing goals
- Conduct user research to identify requirements and inform user experience mapping
- Create personas based on identifiable user needs, goals, and characteristics
- Create alignment diagrams to represent the entire user experience of a system
- Assess the user experience of a system based on usability and user experience metrics
- Summarize current design trends relevant to the field of human-computer interaction
- Develop all phases of the user experience mapping process in response to the needs of a design project

## RELATIONSHIP TO MASTERS OF INFORMATION (MI) PROGRAM-LEVEL STUDENT LEARNING OUTCOMES:

Master of Information Program-Level Student Learning Outcomes can be found [here](#).

This course helps students master fundamental knowledge and develop skills for doing real-world design work (**Outcome 1**). The process of mapping and representing user experience will equip students to understand how users' work is affected by their experience of a design, and to practice socially responsible design in their careers (**Outcomes 2 and 4**). Through learning theory and practice of user experience mapping, user interface design, and usability evaluation in tandem, students will be equipped to understand the application of new technological developments in interactive systems and continue building their knowledge through research and continuous learning (**Outcomes 3, 5 and 6**).

## CLASS FORMAT:

This course follows a flipped-classroom approach. Each week, students will prepare for lectures by watching videos and/or reading preparatory materials and completing a preparatory exercise. In class, the course will consist of mini lectures, in-class discussions, and project based exercises. Students are expected to complete all the preparatory materials and attend the classes, and to actively participate in the discussions and exercises. For each class, a series of topics are provided to guide students through the readings and activities, and to frame the lectures and exercises.

Teaching and learning is a shared responsibility, influenced by individual knowledge and experience, and achieved through expanding our awareness of the different issues and approaches involved in information systems. Commitment, preparation, and active participation

are important ingredients to realize this goal. Your preparation and participation is important to your learning and the learning of your colleagues.

All the course materials will be available on the University of Toronto learning portal (Blackboard) together with assignments and announcements.

## REQUIRED TEXTBOOKS:

Kalbach, J. (2016). [Mapping Experiences: A Complete Guide to Creating Value through Journeys, Blueprints, and Diagrams](#). O'Reilly. ISBN: 978-1-491-92353-5. (Referred to as Kalbach)

Companion Videos:

<http://www.torontopubliclibrary.ca/detail.jsp?Entt=RDM3214082&R=3214082>

Gothelf, J., & Seiden, J. (2016). [Lean UX: Designing Great Products with Agile Teams](#) (2nd Ed.). O'Reilly. ISBN: 978-1-491-95360-0. (Referred to as GS)

Companion Videos:

<http://www.torontopubliclibrary.ca/detail.jsp?Entt=RDMEDB0099&R=EDB0099>

Norman, D. (2005). [Emotional Design: Why We Love \(or Hate\) Everyday Things](#). Basic Books. ISBN: 978-0-465-05136-6. (Referred to as Norman)

## SUPPLEMENTAL TEXTBOOKS:

Preece, J., Sharp, H., & Rogers, Y. (2015). [Interaction Design: Beyond Human-Computer Interaction](#) (4th Ed.). Wiley. ISBN: 978-1-119-02075-2. (Course Reserve in Inforum)

Albert, W., & Tullis, T. (2013). [Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics](#) (2nd Ed.). Morgan Kaufmann. ISBN: 978-0124157811.

Available Online:

<http://search.library.utoronto.ca/details?8938913>

## EVALUATIONS:

Evaluations	Weight
Individual Pre-Class Preparation Exercises (10)	10%
Individual Post-Class Reflections (10)	10%
Alignment Diagram	30%
User Interface Design and Evaluation	40%
Emotional Design Book Club – Group Presentation	5%
Showcase of Projects and Design Competition	5%

This course requirements and weights are final and will not be modified throughout the term. The penalty for late assignments is set to **5% per day**, to a maximum of one week; submissions will not be accepted after one week. Exceptions will be made only when supported by appropriate documentation.

<b>Course work</b>	<b>Short description</b>
Individual Pre-Class Preparation Exercises (10%)	Watch videos and/or read assigned readings and complete preparation questions before the lectures. There are 10 weeks of preparation. Each week is worth 1%.
Individual Post-Class Reflections (10%)	Complete reflection questions after the lectures to reinforce concepts taught and practiced during lectures. There are 10 weeks of reflection questions. Each week is worth 1%.
Alignment Diagram (30%)	<p>The main deliverable for INF2192 is a group project. All project deliverables/exercises are done in groups of five (5) students. The assignments/exercises are part of a course-long design project, each representing an incremental iteration of the steps required to represent UX.</p> <p>In this deliverable, each team will prepare an alignment diagram outlining the experience mapping of their project.</p>
User Interface Design and Evaluation (40%)	In this deliverable, each team will design a user interface based on the proposed experience mapping of their alignment diagram. Each team will also perform a usability evaluation of their user interface and report the results and recommendations. A Lean UX User-Centred Design (UCD) methodology will be taken throughout this phase of the project.
Emotional Design Book Club – Group Presentation (5%)	Each team will be responsible to present one section of Don Norman’s book on Emotional Design.
Showcase of Projects and Design Competition (5%)	Showcase of the project, including: experience mapping, implementation of the high-fidelity prototypes, and results and recommendations of the usability evaluation. Presentations will also be judged by an expert panel as part of a design competition.

## COMMUNICATION POLICY:

If you have a question, there is a high chance that other students in the course have the same question or, at least, will benefit from the answer. Please post all the questions to the INF2192 Blackboard Discussion Board so everyone in the course can benefit from your questions and our

answers. Students are encouraged to post answers to the questions of other students where appropriate.

Emails to the instructor must have a subject that starts with "INF2192H" and include some more details, e.g., "INF2192H: book appointment February 3rd".

## **GRADING:**

Please consult the iSchool's Grade Interpretation Guidelines (<http://current.ischool.utoronto.ca/grade-interpretation>) and the University Assessment and Grading Practices Policy (<http://www.governingcouncil.utoronto.ca/Assets/Governing+Council+Digital+Assets/Policies/PDF/grading.pdf>). These documents will form the basis for grading in the course.

## **WRITING SUPPORT:**

As stated in the iSchool's Grade Interpretation Guidelines, "work that is not well written and grammatically correct will not generally be considered eligible for a grade in the A range, regardless of its quality in other respects". With this in mind, please make use of the writing support provided to graduate students by the SGS Office of English Language and Writing Support (<http://www.sgs.utoronto.ca/currentstudents/Pages/English-Language-and-Writing-Support.aspx>). The services are designed to target the needs of both native and non-native speakers and all programs are free. Please consult the current workshop schedule (<http://www.sgs.utoronto.ca/currentstudents/Pages/Current-Years-Courses.aspx>) for more information.

## **ACADEMIC INTEGRITY:**

Please consult the University's site on Academic Integrity (<http://academicintegrity.utoronto.ca>). The iSchool has a zero-tolerance policy on plagiarism as defined in section B.I.1.(d) of the University's Code of Behaviour on Academic Matters (<http://www.governingcouncil.utoronto.ca/Assets/Governing+Council+Digital+Assets/Policies/PDF/ppjun011995.pdf>). You should acquaint yourself with the Code. Please review the material in Cite it Right and if you require further clarification, consult the site How Not to Plagiarize (<http://www.writing.utoronto.ca/advice/using-sources/how-not-to-plagiarize>). Cite it Right covers relevant parts of the [U of T Code of Behaviour on Academic Matters \(1995\)](#). It is expected that all iSchool students take the Cite it Right workshop and the online quiz. Completion of the online Cite it Right quiz should be made prior to the second week of classes. To review and complete the workshop, visit the orientation portion of the iSkills site: [uoft.me/iskills](http://uoft.me/iskills)

## ACCOMMODATIONS:

Students with diverse learning styles and needs are welcome in this course. If you have a disability or a health consideration that may require accommodations, please feel free to approach me and/or the Accessibility Services Office (<http://www.studentlife.utoronto.ca/as>) as soon as possible. The Accessibility Services staff are available by appointment to assess needs, provide referrals and arrange appropriate accommodations. The sooner you let them and I know your needs, the quicker we can assist you in achieving your learning goals in this course.

## RE-GRADING POLICY:

A student (group) who believes that his or her term work has been unfairly graded may submit a re-evaluation request. Students have up to one month from the date of return of an item (or from the date the mark was made available) to inquire about the mark and submit a request. For example, should the work be returned or the mark be made available on March 3<sup>rd</sup>, the student has until April 3<sup>rd</sup> to inquire *in writing* and start the re-evaluation process. Instructors/TAs must acknowledge receipt of a student request for re-evaluation within 3 working days, and decisions should be provided in a timely fashion. Re-evaluation requests may be submitted in writing **to the person who marked the work**. The student must submit (1) the original piece of work and (2) a written explanation detailing why he or she believes the work was unfairly/incorrectly graded. **The course instructor must be CCed on all communications.**

Following a re-evaluation decision, if the student is still not satisfied with the result, he or she may appeal to the instructor in charge of the course if the work was not marked by the instructor (e.g., marked by a TA). In this instance (i.e., the instructor was not the one who marked the work), the student must now submit to the instructor (1) the original piece of work, (2) the written reasons as to why he or she believes the work was unfairly/incorrectly marked, and (3) communications from the original marker. Re-evaluation appeals are at the discretion of the instructor. If a re-evaluation is granted by the instructor, the student must accept the resulting mark as the new mark, **whether it goes up or down or remains the same**. When appealing a re-evaluation decision, the student accepts this condition. Instructors and TAs should ensure all communications with the student is in writing (e.g. follow-up e-mail) and keep a copy for later reference.

## IMPORTANT DATES:

First class:	January 10 <sup>th</sup> , 2017
Last day to add or substitute S (Winter) courses:	January 23 <sup>rd</sup> , 2017
Last day to drop S (Winter) courses without grade:	February 27 <sup>th</sup> , 2017
Reading week:	February 20 <sup>th</sup> – 24 <sup>th</sup> , 2017
Last class:	April 4 <sup>th</sup> , 2017

SCHEDULE			
Weeks	Topic	Preparation	Due
#1 Jan 10	Course Overview + Aligning for Value + Alignment Diagrams	<ul style="list-style-type: none"> <li>• Kalbach: Preface, Chapter 1</li> <li>• Video: Introduction to UX Mapping</li> </ul>	
#2 Jan 17	Fundamentals of Mapping Experiences + Visualizing Strategic Insight	<ul style="list-style-type: none"> <li>• Kalbach: Chapter 2 &amp; Chapter 3</li> <li>• Video: Principles of Alignment</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation Week #2</li> <li>• Reflection Week #2</li> </ul>
#3 Jan 24	Initiate: Starting a Mapping Project + Experience Maps <b>Guest: Leslie Shade</b>	<ul style="list-style-type: none"> <li>• Kalbach: Chapter 4 &amp; Chapter 11</li> <li>• Video: Initiate: Starting A Mapping Project</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation Week #3</li> <li>• Reflection Week #3</li> </ul>
#4 Jan 31	Investigate: Researching the Experience	<ul style="list-style-type: none"> <li>• Kalbach: Chapter 5</li> <li>• Video: Investigate: Understanding Users and Businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation Week #4</li> <li>• Reflection Week #4</li> </ul>
#5 Feb 7	Illustrate: Drawing the Diagram	<ul style="list-style-type: none"> <li>• Kalbach: Chapter 6</li> <li>• Video: Illustrate: Drawing The Map</li> <li>• Video: A Closer Look at Touchpoints</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation Week #5</li> <li>• Reflection Week #5</li> </ul>
#6 Feb 14	Align: Designing Value – Workshop	<ul style="list-style-type: none"> <li>• Kalbach: Chapter 7</li> <li>• Video: Align: Creating Value</li> <li>• Video: Evangelizing Experience Mapping</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation Week #6</li> <li>• Reflection Week #6</li> </ul>
<b>RW</b> Feb 20- 24	Reading Week (no classes)		<ul style="list-style-type: none"> <li>• Alignment Diagram</li> </ul>
#7 Feb 28	Transitioning to Design + Fundamentals of Lean UX	<ul style="list-style-type: none"> <li>• Kalbach: Chapter 8</li> <li>• GS: Chapter 1 &amp; Chapter 2</li> <li>• Video: Introduction to Lean UX</li> <li>• Video: Nordstrom Case Study</li> <li>• Video: Tools and Techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation Week #7</li> <li>• Reflection Week #7</li> <li>• Book Club #1</li> </ul>
#8 Mar 7	Vision, Framing, and Outcomes + Collaborative Design	<ul style="list-style-type: none"> <li>• GS: Chapter 3 &amp; Chapter 4</li> <li>• Video: Assumptions and Hypotheses</li> <li>• Video: Personas</li> <li>• Video: Outcomes and Features</li> <li>• Video: Writing Hypotheses</li> <li>• Video: Design Studio</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation Week #8</li> <li>• Reflection Week #8</li> <li>• Book Club #2</li> </ul>
#9 Mar 14	MVPs and Experiments + Experimental Design #1	<ul style="list-style-type: none"> <li>• GS: Chapter 5</li> <li>• Video: Experiments and MVP's</li> <li>• MacKenzie, I. S. (2013). <a href="#">Human-computer interaction: an empirical research perspective</a>. Chapter 5, pp. 157-189.</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation Week #9</li> <li>• Reflection Week #9</li> <li>• Book Club #3</li> </ul>
#10 Mar 21	Feedback and Research + Experimental Design #2	<ul style="list-style-type: none"> <li>• GS: Chapter 6</li> <li>• Video: Research</li> <li>• MacKenzie, I. S. (2013). <a href="#">Human-computer interaction: an empirical research perspective</a>. Chapter 6, pp. 191-232.</li> </ul>	<ul style="list-style-type: none"> <li>• Preparation Week #10</li> <li>• Reflection Week #10</li> <li>• Book Club #4</li> </ul>

#11 Mar 28	Integrating Lean UX and Agile + Making Organizational Shifts + <b>Guest: Paul Eisen</b>	<ul style="list-style-type: none"> <li>GS: Chapter 7 &amp; Chapter 8</li> <li>Video: Combining Lean and Agile</li> </ul>	<ul style="list-style-type: none"> <li>Preparation Week #11</li> <li>Reflection Week #11</li> <li>Book Club #5</li> </ul>
#12 Apr 4	Showcase and Design Competition (Location: TBD)		<ul style="list-style-type: none"> <li>Showcase Presentation</li> <li>User Interface Design and Evaluation</li> </ul>

## SUMMARY OF DUE DATES

<b>Preparation Week #2</b>	Monday January 16 <sup>th</sup> , 2017 by 11:59:59pm
<b>Reflection Week #2</b>	Friday January 20 <sup>th</sup> , 2017 by 11:59:59pm
<b>Preparation Week #3</b>	Monday January 23 <sup>rd</sup> , 2017 by 11:59:59pm
<b>Reflection Week #3</b>	Friday January 27 <sup>th</sup> , 2017 by 11:59:59pm
<b>Preparation Week #4</b>	Monday January 30 <sup>th</sup> , 2017 by 11:59:59pm
<b>Reflection Week #4</b>	Friday February 3 <sup>rd</sup> , 2017 by 11:59:59pm
<b>Preparation Week #5</b>	Monday February 6 <sup>th</sup> , 2017 by 11:59:59pm
<b>Reflection Week #5</b>	Friday February 10 <sup>th</sup> , 2017 by 11:59:59pm
<b>Preparation Week #6</b>	Monday February 13 <sup>th</sup> , 2017 by 11:59:59pm
<b>Reflection Week #6</b>	Friday February 17 <sup>th</sup> , 2017 by 11:59:59pm
<b>Alignment Diagram</b>	Sunday February 26 <sup>th</sup> , 2017 by 11:59:59pm
<b>Preparation Week #7</b>	Monday February 27 <sup>th</sup> , 2017 by 11:59:59pm
<b>Reflection Week #7</b>	Friday March 3 <sup>rd</sup> , 2017 by 11:59:59pm
<b>Preparation Week #8</b>	Monday March 6 <sup>th</sup> , 2017 by 11:59:59pm
<b>Reflection Week #8</b>	Friday March 10 <sup>th</sup> , 2017 by 11:59:59pm
<b>Preparation Week #9</b>	Monday March 13 <sup>th</sup> , 2017 by 11:59:59pm
<b>Reflection Week #9</b>	Friday March 17 <sup>th</sup> , 2017 by 11:59:59pm
<b>Preparation Week #10</b>	Monday March 20 <sup>th</sup> , 2017 by 11:59:59pm
<b>Reflection Week #10</b>	Friday March 24 <sup>th</sup> , 2017 by 11:59:59pm
<b>Preparation Week #11</b>	Monday March 27 <sup>th</sup> , 2017 by 11:59:59pm
<b>Reflection Week #11</b>	Friday March 31 <sup>st</sup> , 2017 by 11:59:59pm
<b>Showcase of Projects and Design Competition</b>	Tuesday April 4 <sup>th</sup> , 2017 by 6:30:00pm
<b>User Interface Design and Evaluation</b>	Friday April 7 <sup>th</sup> , 2017 by 11:59:59pm