User Experience Design

This boot-camp style, project-based class simulates the work of the design team in implementing user experience design principles when planning a web site. Topics include incorporating business and marketing goals while catering to the user, improving the usability of the site and its acceptance by customers and creating design documents using detailed procedures and guidelines. Students will create user personas and scenarios; site organization and task flows; storyboards, wireframes and prototypes; and usability tests.

Who should take this course?

This class is for web designers who need to enhance their web sites to meet design standards and guidelines and better understand the user experience.

Course Objectives

- Determine the business requirements of a new or existing web site.
- Research who the users are and how they will use the web site.
- Create a site organization structure based on how the user will interact with the web site.
- Develop a design that will enable users to accomplish their goals at the web site.
- Conduct usability testing to identify web site design problems.

Course Details

- Length: 16 hours
- Format: Classroom
- Prerequisites: Designing Effective Websites and HTML: Level 1 or equivalent knowledge and experience.

The above prerequisites are considered to be the basic skills and knowledge needed prior to taking this class. Instructors will assume your readiness for the class materials and will NOT use class time to discuss prerequisite materials.
Course Contents

**Determine the business requirements of a new or existing web site.**
- Identify the stakeholders of a web site.
- Describe the elements of a heuristic evaluation for an existing web site.
- Conduct a competitive analysis of a web site in your field.

**Research who the users are and how they will use the web site.**
- Identify data sources for user identification.
- Choose a methodology for gathering information from the users.
- Summarize user research results.
- Create user personas and scenarios for your web site.

**Create a site organization structure based on how the user will interact with the web site.**
- Identify the information users need from the web site.
- Identify how the content will be organized to meet the users’ needs.
- Create a diagram that shows the information flow of the web site.

**Develop a design that will enable users to accomplish their goals at the web site.**
- Identify the elements of visual design.
- Determine the layout of the page content.
- Create wireframes, storyboards and prototypes that illustrate the visual design of the web site.

**Conduct usability testing to identify web site design problems.**
- Design a usability test for a web site.
- Create a usability test plan and script.
- Administer a usability test.
- Analyze the results of a usability test.
- Identify changes to correct web site design problems.

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