



POLITÉCNICA

INTERNATIONAL
CAMPUS OF
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COORDINATION PROCESS OF
LEARNING ACTIVITIES
PR/CL/001



E.T.S. de Ingenieros
Informáticos

ANX-PR/CL/001-01

LEARNING GUIDE

SUBJECT

103000874 - User Experience And Mobile Interaction

DEGREE PROGRAMME

10AZ - Master Universitario en Innovación Digital

ACADEMIC YEAR & SEMESTER

2020/21 - Semester 1

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1. Description

1.1. Subject details

Name of the subject	103000874 - User Experience And Mobile Interaction
No of credits	6 ECTS
Type	Optional
Academic year of the programme	First year
Semester of tuition	Semester 1
Tuition period	September-January
Tuition languages	English
Degree programme	10AZ - Master Universitario en Innovación Digital
Centre	10 - Escuela Tecnica Superior de Ingenieros Informaticos
Academic year	2020-21

2. Faculty

2.1. Faculty members with subject teaching role

Name and surname	Office/Room	Email	Tutoring hours *
Ricardo Imbert Paredes (Subject coordinator)	D-5112	ricardo.imbert@upm.es	Tu - 15:00 - 18:00 W - 15:00 - 18:00 It is advisable to confirm by email the availability of the professor
Xavier Ferre Grau	D-5112	xavier.ferre@upm.es	Tu - 10:00 - 14:00 W - 10:00 - 12:00 It is advisable to confirm by email the availability of the

professor

* The tutoring schedule is indicative and subject to possible changes. Please check tutoring times with the faculty member in charge.

3. Skills and learning outcomes *

3.1. Skills to be learned

CE-DIPO01 - Capacidad para conceptualizar, diseñar y desarrollar la interacción persona-ordenador de productos y servicios innovadores

CE-DIPO03 - Habilidad para hacer conexiones entre los deseos y necesidades del consumidor o cliente y lo que la tecnología puede ofrecer

3.2. Learning outcomes

RA29 - Understand the particularities of the user experience beyond usability, considering emotions

RA30 - Understand the particularities of user-centered design in mobile platforms and ubiquitous computing

RA28 - Apply techniques and processes for prototyping, development and refinement of interactive digital systems in different technological platforms

* The Learning Guides should reflect the Skills and Learning Outcomes in the same way as indicated in the Degree Verification Memory. For this reason, they have not been translated into English and appear in Spanish.

4. Brief description of the subject and syllabus

4.1. Brief description of the subject

This course will be focused on designing mobile interactions with good user experience (UX). Contents of the course include: UX as a broadening of the scope of usability, design concepts, global user interfaces, designing for mobile experiences, interaction design patterns for mobile applications, mobile wireframes and prototypes and platform-specific design guidelines.

4.2. Syllabus

1. Introduction to UX and mobile interaction
2. Context and specific needs related solution
3. Design of memorable experiences
4. UX & UI: Visual principles
5. UX in the product design
6. Mobile prototyping
7. Design guidelines
8. Evaluation of the UX

5. Schedule

5.1. Subject schedule*

Week	Face-to-face classroom activities	Face-to-face laboratory activities	Distant / On-line	Assessment activities
1	1. Introduction to UX&MI Duration: 03:00		1. Introduction to UX&MI Duration: 03:00	
2	2. Context and specific needs related solution Duration: 01:00		2. Context and specific needs related solution Duration: 01:00	Affinity diagramming (needs) Continuous assessment and final examination Presential Duration: 01:00
3	2. Context and specific needs related solution Duration: 01:00		2. Context and specific needs related solution Duration: 01:00	Value proposition canvas exercise Continuous assessment and final examination Presential Duration: 02:00
4	2. Context and specific needs related solution Duration: 00:30		2. Context and specific needs related solution Duration: 00:30	User interview Continuous assessment and final examination Presential Duration: 02:30
5	3. Design of memorable experiences Duration: 00:30 3. Design of memorable experiences Duration: 02:00		3. Design of memorable experiences Duration: 00:30 3. Design of memorable experiences Duration: 02:00	User profiles, empathy map and refinement of value proposition Continuous assessment and final examination Not Presential Duration: 00:00 User journey map exercise Continuous assessment and final examination Presential Duration: 00:30
6	4. UX&UI: Visual principles Duration: 01:00 4. UX&UI: Visual principles Duration: 01:00		4. UX&UI: Visual principles Duration: 01:00 4. UX&UI: Visual principles Duration: 01:00	Contrast exercise Continuous assessment and final examination Presential Duration: 01:00 Assignment about color observation Continuous assessment and final examination Not Presential Duration: 00:00

7	<p>4. UX&UI: Visual principles Duration: 00:15</p> <p>4. UX&UI: Visual principles Duration: 01:30</p>		<p>4. UX&UI: Visual principles Duration: 00:15</p> <p>4. UX&UI: Visual principles Duration: 01:30</p>	<p>Assignment about typefaces</p> <p>Continuous assessment and final examination Not Presential Duration: 00:00</p> <p>Mood board exercise</p> <p>Continuous assessment and final examination Presential Duration: 00:00</p>
8	<p>5. UX in the product design Duration: 03:00</p>		<p>5. UX in the product design Duration: 03:00</p>	
9	<p>5. UX in the product design Duration: 03:00</p>		<p>5. UX in the product design Duration: 03:00</p>	<p>Assignment about product design</p> <p>Continuous assessment and final examination Not Presential Duration: 00:00</p>
10	<p>6. Mobile prototyping Duration: 03:00</p>		<p>6. Mobile prototyping Duration: 03:00</p>	
11	<p>7. Design guidelines Duration: 00:15</p> <p>7. Design guidelines Duration: 00:15</p>		<p>7. Design guidelines Duration: 00:15</p> <p>7. Design guidelines Duration: 00:15</p>	<p>Analysis of mobile apps with UX problems</p> <p>Continuous assessment and final examination Not Presential Duration: 00:00</p>
12	<p>6. Mobile prototyping Duration: 03:00</p>		<p>6. Mobile prototyping Duration: 03:00</p>	
13	<p>8. UX evaluation Duration: 00:30</p> <p>8. UX evaluation Duration: 02:30</p>		<p>8. UX evaluation Duration: 00:30</p> <p>8. UX evaluation Duration: 02:30</p>	
14				
15				
16				
17				<p>Mobile prototype evaluation presentation</p> <p>Continuous assessment and final examination Presential Duration: 03:00</p> <p>Mobile prototype evaluation assignment</p> <p>Final examination Not Presential Duration: 00:00</p> <p>Student implication and participation</p> <p>Continuous assessment</p>

				Presential Duration: 00:00
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Depending on the programme study plan, total values will be calculated according to the ECTS credit unit as 26/27 hours of student face-to-face contact and independent study time.

* The schedule is based on an a priori planning of the subject; it might be modified during the academic year, especially considering the COVID19 evolution.

6. Activities and assessment criteria

6.1. Assessment activities

6.1.1. Continuous assessment

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
2	Affinity diagraming (needs)		Face-to-face	01:00	1.33%	0 / 10	CE-DIPO03
3	Value proposition canvas exercise		Face-to-face	02:00	3.69%	0 / 10	CE-DIPO03
4	User interview		Face-to-face	02:30	5.03%	0 / 10	CE-DIPO03
5	User profiles, empathy map and refinement of value proposition		No Presential	00:00	10.05%	0 / 10	CE-DIPO03
5	User journey map exercise		Face-to-face	00:30	6.7%	0 / 10	CE-DIPO01 CE-DIPO03
6	Contrast exercise		Face-to-face	01:00	6.7%	0 / 10	CE-DIPO01
6	Assignment about color observation		No Presential	00:00	6.7%	0 / 10	CE-DIPO01
7	Assignment about typefaces		No Presential	00:00	6.7%	0 / 10	CE-DIPO01
7	Mood board exercise		Face-to-face	00:00	6.7%	0 / 10	CE-DIPO01 CE-DIPO03
9	Assignment about product design		No Presential	00:00	13.4%	0 / 10	CE-DIPO01 CE-DIPO03
11	Analysis of mobile apps with UX problems		No Presential	00:00	6.7%	0 / 10	CE-DIPO01
17	Mobile prototype evaluation presentation		Face-to-face	03:00	20.1%	0 / 10	CE-DIPO01
17	Student implication and participation		Face-to-face	00:00	6.2%	0 / 10	CE-DIPO01

6.1.2. Final examination

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
2	Affinity diagraming (needs)		Face-to-face	01:00	1.33%	0 / 10	CE-DIPO03
3	Value proposition canvas exercise		Face-to-face	02:00	3.69%	0 / 10	CE-DIPO03
4	User interview		Face-to-face	02:30	5.03%	0 / 10	CE-DIPO03
5	User profiles, empathy map and refinement of value proposition		No Presential	00:00	10.05%	0 / 10	CE-DIPO03

5	User journey map exercise		Face-to-face	00:30	6.7%	0 / 10	CE-DIPO01 CE-DIPO03
6	Contrast exercise		Face-to-face	01:00	6.7%	0 / 10	CE-DIPO01
6	Assignment about color observation		No Presential	00:00	6.7%	0 / 10	CE-DIPO01
7	Assignment about typefaces		No Presential	00:00	6.7%	0 / 10	CE-DIPO01
7	Mood board exercise		Face-to-face	00:00	6.7%	0 / 10	CE-DIPO01 CE-DIPO03
9	Assignment about product design		No Presential	00:00	13.4%	0 / 10	CE-DIPO01 CE-DIPO03
11	Analysis of mobile apps with UX problems		No Presential	00:00	6.7%	0 / 10	CE-DIPO01
17	Mobile prototype evaluation presentation		Face-to-face	03:00	20.1%	0 / 10	CE-DIPO01
17	Mobile prototype evaluation assignment		No Presential	00:00	6.2%	0 / 10	CE-DIPO01

6.1.3. Referred (re-sit) examination

Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
Activities of UX&MI		Face-to-face	00:00	100%	5 / 10	CE-DIPO01 CE-DIPO03

6.2. Assessment criteria

The subject is graded following a continuous assessment.

The student passes the subject only if 5 or more points on 10 are obtained at the end of the course, regarding the following criteria:

FINAL GRADE = 13,4% Individual assignments + 80,4% Group assignments + 6,2% Student participation

The final grade will be obtained from three components: (1) individual exercises performed and/or presented in the classroom; (2) group exercises performed and/or presented in the classroom; and (3) participation and implication of the student in the subject.

When failed, for the extraordinary term evaluation the student shall repeat at least all those activities graded below 5, following the only final test evaluation mode. The final grade will be the composition of the grade of the repeated activities and the grade obtained for the non repeated during the course. If the student does not repeat any of the failed activities during the ordinary course, they will be considered failed.

When health restrictions advise against the physical presence of students and professors in the classroom, all references to the classroom will be translated to online learning and classes will be lectured using the Microsoft Teams platform and other online resources prepared by the subject to that end.

7. Teaching resources

7.1. Teaching resources for the subject

Name	Type	Notes
Norman, D. (2013) The Design of Everyday Things. Zone Books	Bibliography	UX and general design essential
Griffiths, S. (2015) Mobile App UX Principles. Improving user experience and optimising conversion. Google (https://www.thinkwithgoogle.com/intl/en-gb/articles/mobile-app-ux-principles-improving-user-experience-and-optimising-conversion.html)	Bibliography	UX in mobile design
Mendoza, A (2013) Mobile User Experience. Patterns to Make Sense of it All. Morgan Kaufmann	Bibliography	UX in mobile design
Doncaster, P. (2014) The UX Five Second Rules. Guidelines for User Experience Design's Simplest Testing Technique. Elsevier	Bibliography	UX testing
Subject's Moodle site	Web resource	https://moodle.upm.es/titulaciones/oficiales/course/view.php?id=7964
Subject MS Teams group	Web resource	Live online lectures, workshops and presentations

8. Other information

8.1. Other information about the subject