UX DESIGN AND RAPID PROTOTYPING

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| Course code | *MNG258* |
| Compulsory in the programmes | *Entrepreneurship and Innovation* |
| Level of studies | *Undergraduate* |
| Number of credits and | *6 ECTS (48 contact hours + 6 consultation hours, 106 individual work hours)* |
| Course coordinator (title and name) | *Gediminas Buivydas* |
| Prerequisites | *None* |
| Language of instruction | *English* |

**THE AIM OF THE COURSE:**

This course deep-dives into the next steps of the design process - Prototype and Test. The course will familiarize with creating user flows, interaction design and explore the difference between UI and UX. Students will examine the art of doing prototyping ideas through paper and other low fidelity prototypes, as well as using industry-accepted digital tools such as Adobe XD, Framer, Sketch, Proto.io, and Origami. The course also explores the Ethics of UX Design and the fundaments of experimentation.

Students will use fieldwork methods of gathering data that they have learned in the course ”Introduction to Design Thinking and fieldwork”. The course is based on numerous practical, real-life cases, examples, and tools for prototyping ideas and based on research and insights on people’s needs. It develops skills of prototyping and testing ideas with potential users. This course will enhance students working on their continuous complex project.

**MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS**

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| --- | --- | --- | --- |
| Course level learning outcomes (objectives) | Degree level learning objectives (Number of LO) | Assessment methods | Teaching methods |
| CLO1 To be able to develop user-centered design suggestions by creating digital and analog prototypes | BLO1.1 | Final exam, Group task demo, and in- class contributions | Individual study, group project. Practicing, reflecting and discussing |
| CLO2 To be able to analyze people's behaviors and reasoning in order to identify design improvements | BLO 1.2 | Final exam, Group task demo, and in- class contributions | Individual study, group project. Practicing, reflecting and discussing |
| CLO3 To be able to communicate complex and abstract information in a convincing, inviting and memorable manner | BLO 4.1 | Final exam, Group task demo, and in- class contributions | Individual study, group project. Practicing, reflecting and discussing |
| CLO4 To be able to understand what information is needed to support decisions and gather it. | BLO 4.3 | Final exam, Group task demo, and in- class contributions | Individual study, group project. Practicing, reflecting and discussing |
| CLO5 To be able to link human needs, possibilities of technology, and requirements for business success. | BLO 2.1 | Final exam, Group task demo, and in- class contributions | Individual study, group project. Practicing, reflecting and discussing |

**ACADEMIC HONESTY AND INTEGRITY**

XXXXX

**COURSE OUTLINE**

|  |  |  |
| --- | --- | --- |
| **Topic** | **In-class hours** | **Readings** |
| Lean UX Basics | 2 | TBA |
| Intro to Rapid Prototyping | 2 | TBA |
| Lean UX Principles Exercise | 4 | TBA |
| Lean UX in Practice | 2 | TBA |
| Prototyping Basics | 2 | TBA |
| Prototyping Workshop | 4 | TBA |
| Design Sprints and Lean UX | 2 | TBA |
| Intermediate Prototyping Techniques | 2 | TBA |
| Rapid Prototyping Workshop | 4 | TBA |
| User Testing & Lean UX | 2 | TBA |
| Feedback & Iteration | 2 | TBA |
| Advanced Prototyping Workshop | 4 | TBA |
| Scaling Lean UX | 2 | TBA |
| Refining Prototypes | 2 | TBA |
| Lean UX for Different Products | 2 | TBA |
| Mastering Prototyping Tools | 2 | TBA |
| Lean UX & Agile Teams | 2 | TBA |
| Final Project Presentation | 6 |  |
|  | **Total: 48 hours** |  |
| CONSULTATIONS | 6 |  |
| FINAL EXAM | 2 |  |

**FINAL GRADE COMPOSITION**

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| --- | --- |
| **Type of assignment** | **%** |
| *Group Components 50 %* |  |
| *Group project presentation* | 50 |
|  |  |
| *Individual Components 50 %* |  |
| Final exam | 45 |
| In- class contribution | 5 |
| **Total:** | **100** |

**DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT**

*(Provide short descriptions and grading criteria of each assignment)*

1. **The final exam** will count for 45% of the final grade. It may consist of essay questions that will be based on the material presented in classes, seminars, and required readings.
2. **The in-class contribution** will count for 5% of the final grade. It may include participation in discussions on the topic of the lecture, participation in group and individual problem-solving tasks. S**tudents are expected to READ RELEVANT CHAPTERS AND OTHER READING MATERIALS BEFORE COMING TO THE CLASS AND BE PREPARED TO DISCUSS VARIOUS QUESTIONS RELATED TO THE TOPIC.**
3. **The group project presentation** will count for 50% of the final grade. It will be based on a twelve-week group project.
4. **Re-taking the final exam.** Students who receive a failing final grade will have the right to re-take the exam. It will count for **50%** of the final grade and will cover the content of the entire course. **The individual and group assignments cannot be resubmitted at a later time**.

**REQUIRED READINGS**

Understanding Industrial Design: Principles for UX and Interaction Design, Simon King, Kuen Chang O'Reilly Media, Incorporated, 25 Sep 2015

Lean UX: Designing great products with agile teams, Jeff Gothelf, Josh Seiden · 2016

Using Experiments to Launch New Products by Jeff Fossett, Duncan Gilchrist and Michael Luca. HBR, November 05, 2018

100 Things Every Designer Needs to Know About People. Susan Weinschenk, Ph.D. New Rider

**ADDITIONAL READINGS**

**ANNEX**

**DEGREE LEVEL LEARNING OBJECTIVES**

**Learning objectives for the Bachelor of Business Management**

*Programmes:*

*International Business and Communication,*

*Business Management and Marketing,*

*Finance,*

*Industrial Technology Management,*

*Entrepreneurship and Innovation*

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| --- | --- |
| **Learning Goals** | **Learning Objectives** |
| Students will be critical thinkers | BLO1.1. Students will be able to understand core concepts and methods in the business disciplines |
| BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions |
| Students will be socially responsible in their related discipline | BLO2.1. Students will be knowledgeable about ethics and social responsibility |
| Students will be technology agile | BLO3.1. Students will demonstrate proficiency in common business software packages |
| BLO3.2. Students will be able to make decisions using appropriate IT tools |
| Students will be effective communicators | BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations |
| BLO4.2. Students will be able to convey their ideas effectively through an oral presentation |
| BLO4.3. Students will be able to convey their ideas effectively in a written paper |

**Learning objectives for the Bachelor of Social Science**

*Programmes:*

*Economics and Data Analytics,*

*Economics and Politics*

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| --- | --- |
| **Learning Goals** | **Learning Objectives** |
| Students will be critical thinkers | ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines |
| ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements |
| Students will have skills to employ economic thought for the common good | ELO2.1.Students will have a keen sense of ethical criteria for practical problem-solving |
| Students will be technology agile | ELO3.1. Students will demonstrate proficiency in common business software packages |
| ELO3.2. Students will be able to make decisions using appropriate IT tools |
| Students will be effective communicators | ELO4.1.Students will be able to communicate reasonably in different settings according to target audience tasks and situations |
| ELO4.2.Students will be able to convey their ideas effectively through an oral presentation |
| ELO4.3. Students will be able to convey their ideas effectively in a written paper |