

Creation date: March 2025

Revision date:

## SAMPLE COURSE OUTLINE

### Course Code, Number, and Title:

DGMD 1125: User Experience I

### Course Format:

[Course format may vary by instructor. The typical course format would be:]

Lecture 1.0 h + Seminar 1.0 h + Lab. 2.0 h

**Credits:** 3.0

**Transfer Credit:** For information, visit [bctransferguide.ca](http://bctransferguide.ca)

### Course Description, Prerequisites, Corequisites:

In today's digital landscape, user experience (UX) plays a crucial role in determining the success of a digital product. It directly impacts user satisfaction and engagement. Students learn the fundamental principles of user experience (UX) and UX research and the process of creating products that provide meaningful and relevant experiences for users. While exploring various tools and techniques, they identify user needs and preferences, structure key features, conduct analyses, and establish design requirements for an interactive product.

Prerequisites: A minimum "C" grade in DSGN 1300

### Learning Outcomes:

Upon successful completion of this course, students will be able to...

1. Define and frame a problem, employing strategies within the design thinking process
2. Research and differentiate the characteristics of different user needs in the context of website and application design
3. Analyze empathy maps to determine the user's need
4. Develop personas to illustrate the user profile
5. Explore a variety of tools to plan and guide content development
6. Examine and apply design principles to organize the information in an interactive product
7. Apply a variety of tools to design the content of the product
8. Craft a user-friendly low-fidelity prototype.

**Instructor(s):** TBA

**Office:** TBA

**Office Hours:** TBA

**Phone:** (604) 323-XXXX

**Email:** TBA

### Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

- Pereyra, I. *Universal Principles of UX: 100 Timeless Strategies to Create Positive Interactions between People and Technology*. Beverly, MA, USA. 2023
- Norman, D. *The Design of Everyday Things*. New York, USA. 2013

***"This Sample Course Outline is for planning purposes only".***

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For textbook information, visit [https://mycampusstore.langara.bc.ca/buy\\_courselisting.asp?selTerm=3|8](https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8)

Note: *This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.*

### Assessments and Weighting:

#### Final Exam

#### Other Assessments 100%

[An example of other assessments might be:]

Assignments: 50%

Labs: 30%

Participation: 20%

**This course has been approved by Education Council for Prior Learning Assessment (PLAR).**

#### PLAR eligibility requirements/criteria:

1. To be determined (See Department)

If you meet the eligibility criteria and are enrolled in a program, please contact the department chair for more information. For information on policy, visit [E2004: Prior Learning Assessment & Recognition](#).

#### Grading System:

Specific grading schemes will be detailed in each course section outline.

#### Topics Covered:

[Topics covered may vary by instructor. An example of topics covered might be:]

- User Experience vs User Interface
- Human-Centred Design and Design Thinking
- Research Methods (Surveys, interviews, Competitors Analysis, Domain Research, Case Studies, Data Analysis, etc.)
- Empathy Maps
- Affinity Diagrams
- Personas
- Content Strategy
- Information Architecture (Site Maps, User Flow, User Journey Mapping, Card Sorting, etc.)
- Wireframes

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