

<b>Module title</b> Mobile UX/UI Design				
<b>Module code</b> t.b.a.	<b>Level</b> t.b.a.	<b>Hours per week</b> 4	<b>ECTS credits</b> 5	<b>Duration</b> 2 weeks block course + virtual lectures
<b>Module instructor</b> Dr. Kathryn MacCallum, Eastern Institute of Technology, Hawkes Bay, New Zealand		<b>Lecture type</b> Blended with online resources, activities and discussion with block course workshop.	<b>Prerequisite(s)</b> None	<b>Grading</b> Assignment
<p><b>Objectives</b></p> <p>To provide the students with knowledge of industry-standard theory and methods for the design and development of successful user interfaces with special focus on mobile interfaces. The module will cover aspects of user experience (UX) design, user research, prototyping, and evaluation techniques for the development of effective mobile user experience. The module will cover the following learning outcomes:</p> <ul style="list-style-type: none"> <li>• Understand and apply the concepts and techniques for understanding your users and their needs in relation to the design of a mobile interface</li> <li>• Develop a mobile prototype demonstrating fundamental principles and application of good user interface design</li> <li>• Understand and apply appropriate evaluation techniques to evaluate the design of a mobile interface</li> </ul> <p>Please note: that this is not a programming module, therefore, no prior programming knowledge is expected nor required. This module will be of interest for those that want to design/ programme better interfaces as well as those interested in how the mobile environment influences the user experience when developing mobile interfaces.</p>				
<p><b>Content</b></p> <ul style="list-style-type: none"> <li>• Concepts and techniques for understanding your users and needs (e.g. the development of effective user stories, personas, scenarios)</li> <li>• The fundamental principles and application of good mobile user interface design (e.g. Mobile UX and design principles and relevant design psychology and cognitive science)</li> <li>• Development of usable interfaces using industry adopted prototyping techniques (e.g low-fidelity prototyping and wireframing)</li> <li>• Appropriate evaluation of mobile interface design (e.g. heuristic concepts and user studies)</li> </ul> <p>This module focuses primarily on mobile interface design; however, much of what is covered would still be relevant and applied to general interface design.</p>				
<p><b>Textbook/teaching material</b></p> <p>Mendoza, A. (2013). <i>Mobile user experience: patterns to make sense of it all</i>. Morgan Kaufmann.</p> <ul style="list-style-type: none"> <li>• Additional readings are journal articles provided by the lecturer</li> </ul>				

Note: this is not the official course descriptor according to the "Studien- und Prüfungsordnung" (SPO)