

Course Syllabus: IS 247 Designing the User Experience

Semester: Spring 2025

Section 102: Thursday 6:00 - 8:50 PM at CKB 212

Instructor: Keita Ohshiro

E-Mail: keita.ohshiro@njit.edu

Office Hours: Tuesday and Thursday, 11:45 AM - 12:45 PM, and by appointment

Office: Guttenberg Information Technology Center (GITC) 3902

Grader: TBA

General Information

Course Description

This course offers an introductory journey into User Experience (UX) Design, blending essential theories with hands-on practice. While it introduces foundational concepts of UX design, such as human-centered design and design thinking, we place a strong emphasis on practice: actively ideating, creating prototypes, and refining them by putting the user first. By integrating knowledge with practical application, you'll gain insight into the process of designing user experiences.

Course Objectives

Upon completion of this course, students will be able to:

- Understand the key concepts and techniques in UX design.
- Apply the learned concepts and techniques to:
 - Develop their UX design work.
 - Analyze and evaluate their and others' UX design work.
- Cultivate essential traits of a UX designer by:
 - Ideating and refining designs with iterations.
 - Reflecting on and documenting their design processes.
 - Presenting their UX design choices with reasonings.

Textbook and Readings

Textbooks are not required. Readings will be posted on Canvas.

Grading and Assignments

Grading Policy

The class will be graded on a 100-point scale. (Also, see [Grading Legend](#))

A Superior	B+ Excellent	B Very Good	C+ Good	C Acceptable	D Minimum	F Inadequate
> 90	85 - 90	80 - 85	75 - 80	70 - 75	60 - 70	< 60

Point Distribution

- 15% Weekly reflection
- 20% Individual assignments
- 15% Group project midterm milestone
 - 7.5% Midterm presentation and documentation
 - 7.5% Midterm individual contributions to the group project
- 35% Group project final
 - 20% Final presentation, documentation, prototype
 - 15% Final individual contributions to the group project
- 15% In-class quiz

Please note that there may be slight modifications to the grading policy depending on issues that arise during the semester. I can add or reduce points based on various situations. For instance, exceptional participation and contributions in class may result in additional points, while poor participation and lack of thoughtful contributions may lead to point deductions. Additionally, I may make slight adjustments to the grading scale or apply a curve as needed to ensure fairness in the overall grading process.

In-class quiz on April 24, 2025

We will have an in-class quiz on April 24, 2025. Further details will be provided during the semester. If you cannot take the quiz that day, please contact me as soon as possible to discuss alternative arrangements. Failure to notify me in advance may result in a zero for the quiz.

Attendance Policy

Students are expected to attend every class on time.

- **If you miss 3 class sessions, you will automatically be deducted a letter grade.**
- **If you miss 5 class sessions, you will automatically fail the course.**
- **Students who arrive after the attendance call/quiz or leave before the class officially ends will be marked as late. Accumulating 3 late attendance will count as 1 absence.**

Please contact the Office of the Dean of Students (DOS) to verify your absence. For more details, please see the Student Absence Verification section below.

Even when you don't have a valid (DOS verifiable) reason and cannot attend class, **I strongly encourage you to notify me in advance** (not after the class). I will try to consider your situation, though I cannot guarantee to what extent.

Student Absence Verification

Students should contact the Office of the Dean of Students (DOS) to verify their absence when missing class due to bereavement, medical concerns, military activity, legal obligations, or university-sponsored events. Once the absence has been verified, the DOS will communicate to your professor(s) on your behalf. Please note that our office only verifies documentation and it is at the discretion of your professor(s) or their department's policy to provide any accommodation. It is the student's responsibility to follow up with the professor(s). Students who select an option (bereavement, medical concerns, etc.) that does not match the presenting concern and supporting documentation will be rejected. For more information, please see <https://www.njit.edu/dos/student-absence-verification>.

Late Assignment Submissions

If an assignment is submitted late, one-fourth of the total points will be deducted per day. For example, if an assignment is due by 6:00 pm and you submit it after 6:00 p.m. but before 6:00 pm the following day, 25% of the total points will be deducted (50% on the second day, 75% on the third day, and 100% after that). I strongly encourage you to submit your assignments on time, even if you feel they are not yet ready or perfect.

And, **I still strongly encourage you to submit the assignments, no matter how late they are.** I cannot promise, but there may be a remedy. I will try to consider your effort, though I cannot guarantee to what extent.

Academic Integrity

Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found at: [NJIT Academic Integrity Code](#).

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu.

Use of Generative AI

Generative AI tools are permitted in this course for reference purposes only, and no citation is necessary when used for inspiration or guidance. However, you are expected to understand any AI-generated content before including it in your work. Simply copying and pasting AI outputs without comprehension is not acceptable. Additionally, in most assignments and labs, I require you to demonstrate not only the final results but also the process of how you arrive at them. If you have any questions or concerns about the appropriate use of AI technology in this course, please contact me before submitting any assignments.

Schedule Outline

(Subject to modification)

Date	Topics
Class 1: 1/23	Course Introduction Introduction to UX
1/27	Last Day to Add/Drop a Class
Class 2: 1/30	Finding the “right” problem <ul style="list-style-type: none">• Research<ul style="list-style-type: none">○ Primary and secondary research○ Preliminary research, competitive analysis, user research (interview)○ Research ethics
Class 3: 2/6	Defining the problem <ul style="list-style-type: none">• Problem statement, stakeholders, persona, user journey
Class 4: 2/13	UX topics: Usability and discoverability
Class 5: 2/20	Group progress check
Class 6: 2/27	Midterm milestone: presentation and documentation
Class 7: 3/6	Designing the solution: Wireframe, prototype
Class 8: 3/13	Evaluation: User testing, task design
3/20	Spring Recess: no class
Class 9: 3/27	UX topics: Accessibility
4/3	Wellness Day - No Classes
4/7	Last Day to Withdraw from Classes
Class 10: 4/10	UX topics: UX principles and laws

Class 11: 4/17	UX topics: Other design disciplines
Class 12: 4/24	UX topics: Presentation tips Quiz
Class 13: 5/1	(Buffer)
Class 14: 5/6 Tuesday	Thursday Classes Meet (Buffer)
Final Exam Day (TBD)	Final project presentation (prototype and communication)

Others

Center for Counseling and Psychological Services

C-CAPS provides free counseling for full-time students. For more information, see <https://www.njit.edu/counseling/>.

Getting Technical Help

The [IST Service Desk](#) is the central hub for all information related to computing technologies at NJIT. This includes being the first point of contact for those with computing questions or problems.

Accessibility

If you are in need of accommodations due to a disability, please contact Scott Janz, Associate Director of the Office of Accessibility Resources & Services (OARS), Fenster Hall Room 260 to discuss your specific needs. A Letter of Accommodation Eligibility from the OARS authorizing your accommodations will be required.