MCA507 USER CENTERED DESIGN

	L	T	P	Cr
	3	0	2	4.0

Course Objective: Learn the methods and concepts of analyzing user-centred requirements which are the basis for designing software interfaces and Web sites that make sense to the user.

Introduction to UCA*:* Mental models, Knowing how the user works, Which UCA steps to perform, Obstacles of user-centred analysis, ROI justifying the right process.

Creating a Design Strategy: Components of a design strategy, Site strategy drives design strategy, Where to get strategy information, mining existing documentation, working with brand objectives.

Profiles and Personas*:* The value of profiles and personas, User profiles, Task profiles, Environment profiles, Personas. Data gathering methods, choosing the right method, Elements of field interview, developing interview questions, Good and bad interview technique, conducting a user observation.

Complementary Data Gathering Methods*:* Value of complementary methods, Focus groups, User group meetings and usability roundtables, Facilitated workshops and JAD sessions, Using surveys and other indirect methods, Online surveys, Using multiple methods.

Scenario and Task Analysis*:* The power of a scenario, Scenarios vs. use cases, Determining the level of detail, Scenarios drive priorities, Identifying functions and tasks, Common errors and challenges in task analysis, Characterizing the new task design.

Primary Noun Architecture*:* Value of primary nouns, Identifying primary nouns, Describing primary nouns, Primary noun views, Defining primary noun details, primary nouns to navigation.

Information Architecture*:* Costs of poor organization, Basic organization schemes, Hybrid schemes, Shallow vs. deep structures, Labeling systems, Affinity diagrams and card sorting techniques, Card sorting tools, getting sign-off on the contract for design, Using concept sketches to drive out requirements, Setting usability criteria.

Laboratory Work: To evaluate and fix task flows, develop design strategies, user profiles, high level task. Creation of task prioritization, environmental profile and high level navigation diagrams.

Text Books:
1. Buxton, "Sketching User Experiences", San Francisco: Morgan Kaufmann, 2007.
2. Moggridge.B, Designing Interactions, 1 edition, Cambridge, MA: The MIT Press, 2007.
3. Travis Lowdermilk, "user centred design: A Developer's Guide", 2013.
4. Courage, C. and K. Baxter, "Understanding Your Users", 1 ed,Morgan Kaufmann; 2005.
5. Righi, C and J. James , "User centred design stories", 2007.