

Section 1: Course Overview

Instructor Information

Instructor: Scott Pennelly

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Office Hours: Available by appointment

Office Location: Online

Course Description

In this 7-week online course, we focus on designing for the optimal web user experience. We examine how users interact with websites, and how to create designs that focus on positive user experiences. We look at how to structure content on a website or web application to increase usability. We also review and discuss case studies on organizations that redesigned their websites with a focus on user-centered design.

Course Credit

- 3 credit hours

This course requires approximately 135 hours of work. Please expect to spend around **18 hours each week** preparing for and actively participating in this course.

Enrollment Requirements

- At least Junior status

Note: You should have solid Adobe Photoshop or Illustrator skills, or experience with online mockup/comping software. HTML and CSS skills are not necessary but would be helpful. Also, web design experience would be helpful, as you will be creating a design comp for a website, web application or software interface.

Textbook & Course Materials

There is one REQUIRED textbook for this course: *Don't Make Me Think Revisited* by Steve Krug. This book is available for purchase through the [ASU Bookstore](#), as well as several online retailers, including [Amazon](#) and [Barnes & Noble](#).

Course Objectives

At the completion of this course, students will be able to:

- Recognize ways that users interact with websites and web applications
- Identify the elements of the user experience

- Organize and categorize information on a website or web application to increase flow and usability
- Identify and apply techniques for creating designs that focus on positive user experiences
- Create testing materials for websites or web applications to determine usability

Student Learning Outcomes

The following outcomes are based on the topic or topics covered in each module:

- Introduce and define concepts of web user experience, user-centered design and web usability
- Define and explore Garrett's Elements of User Experience
- Discuss techniques for effectively working in teams
- Discuss the importance of user research
- Introduce demographic and psychographic information of target audiences
- Discuss the steps to creating a successful and accurate persona
- Discuss the importance of planning for content and functionality
- Define and explore information design
- Introduce heuristic evaluations
- Define usability and discuss usability characteristics
- Identify steps for preparing usability testing materials
- Discuss accepted heuristics and severity scales
- Explore the elements of information architecture
- Identify steps for conducting usability tests
- Discuss ways to analyze quantitative and qualitative data
- Define elements of usability reports
- Identify techniques for creating and giving successful presentations
- Identify key web design and layout concepts
- Discuss considerations for mobile design

Section 2: Course Policies

How to Succeed in this Course

- Check the course shell daily.
- Read all announcements.
- Read and respond to course email messages as needed.
- Check your official ASU email regularly. All instructor correspondence will be sent to your ASU email account.
- Communicate with your instructor and teammates.
- Create a study schedule so that you do not fall behind on assignments.

Grading

Your grade will be based on assessments that include assignments, quizzes, journal entries and team participation. A total of 705 points is possible for the course:

Assessment	Points Worth
Discussion Introduction	10
Quiz 1	15
Quiz 2	15
Quiz 3	15
Quiz 4	15
Quiz 5	15
Quiz 6	15
Assignment 1 (individual)	10
Assignment 2 (team)	50
Assignment 3 (individual)	75
Assignment 4 (team)	50
Assignment 5 (individual)	75
Assignment 6 (team)	75
Assignment 7 (individual)	150
Journal entries	45
Team Assessment Survey	25
Team participation	50

This class is a team-based class, so you do have Team Participation points. These points are based on your participation in team assignments as documented in your Journal Entries, as well as the Team Assessment Survey results.

If you do not participate in a team assignment, you will receive a 0 for that assignment. If you do not participate *equally*, your grade will be adjusted down based on your minimal participation. I expect to see all team members participate equally!

Note: Assignments are due by 11:59 PM MST (Arizona time) on the date listed in the module. Pay attention to due dates! Due to the shortened nature of this course, due dates are on different days of the week. More information on the schedule and due dates are available on the Course Schedule page in Module 0.

The grade scale for the course is:

Grade	Range
A+	97 – 100
A	93 – 96
A-	90 – 92
B+	87 – 89
B	83 – 86

B-	80 – 82
C+	77 – 79
C	70 – 76
D	60 – 69
E	0 – 59

Submitting Assignments

All assignments, unless otherwise announced, **MUST** be submitted to the designated area of Canvas. Do not submit an assignment via email. Graded assignments will be available within five (5) days of the due date via the Gradebook.

Late or Missed Assignments

For every 24 hours an assignment is missed, 20% of the grade for the assignment will be removed, starting at 1 minute past the deadline. That means if it's 1 minute to 24 hours late, it's late and 20% will be removed; if it's 24 hours and 1 minute to 48 hours late, 40% is removed, etc. After four (4) days, the assignment grade will be 0. (**Note:** This applies only to assignments; quizzes, extra credit and journal entries must be completed before the deadline or a 0 will be issued as the grade.)

Notify the instructor **BEFORE** an assignment is due if an urgent situation arises and the assignment will not be submitted on time. Published assignment due dates (Arizona Mountain Standard time) are firm.

Absence Policies

Absences considered to be excused (when instructor is notified prior to the date) include:

- absences related to religious observances/practices that are in accord with [ACD 304–04, “Accommodation for Religious Practices”](#)
- absences related to university sanctioned events/activities that are in accord with [ACD 304–02, “Missed Classes Due to University-Sanctioned Activities”](#)
- absences related to missed class due to military line-of-duty activities that are in accord with [ACD 304–11, “Missed Class Due to Military Line-of-Duty Activities,”](#) and SSM 201–18, “Accommodating Active Duty Military”

Drop and Add Dates/Withdrawals

This course adheres to a compressed schedule and may be part of a sequenced program, therefore, there is a limited timeline to [drop or add the course](#). Consult with your advisor and notify your instructor to add or drop this course. If you are considering a withdrawal, review the following ASU policies: [Withdrawal from Classes](#), [Medical/Compassionate Withdrawal](#), and a [Grade of Incomplete](#).

Grade Appeals

Grade disputes must first be addressed by discussing the situation with the instructor. If the dispute is not resolved with the instructor, the student may appeal to the department chair per the [University Policy for Student Appeal Procedures on Grades](#).

Course Evaluation

Students are expected to complete the course evaluation. The feedback provides valuable information to the instructor and the college and is used to improve student learning. Students are notified when the online evaluation form is available.

Syllabus Disclaimer

This syllabus is to be used as a guideline only. The information provided is a summary of topics to be covered in the class. Information contained in this document such as assignments, grading scales, due dates, office hours, required textbooks are subject to change. Students will be notified accordingly.

Course Content Copyright

The contents of this course, including lectures (Zoom recorded lectures included) and other instructional materials, are copyrighted materials. Students may not share outside the class, including uploading, selling or distributing course content or notes taken during the conduct of the course. Any recording of class sessions is authorized only for the use of students enrolled in this course during their enrollment in this course. Recordings and excerpts of recordings may not be distributed to others.

Section 3: Class Schedule

Schedule Overview

The course is divided into 6 modules, some of which will span more than one week:

Module 1 Course Introduction and the User Experience Elements

Module 2 User Research & Personas

Module 3 Heuristic Evaluations & Information Architecture

Module 4 Usability Testing Materials

Module 5 Usability Testing and Analysis

Module 6 Information Design & User-Centered Design

Section 4: University Policies

Classroom Behavior

For in-person courses: Cell phones and pagers must be turned off during class to avoid causing distractions. The use of recording devices is not permitted during class. In addition, until further notified, per ASU policy, **faculty, staff, students and visitors, are required to wear face coverings in classrooms, labs, offices and community spaces.**

For in-person and online courses: Any violent or threatening conduct by an ASU student in this class will be reported to the ASU Police Department and the Office of the Dean of Students. [See SSM 104-02, "Handling Disruptive, Threatening, or Violent Individuals on Campus."](#)

Academic Integrity & Copyright Laws

One of the core topics of this course is academic integrity. You will be discussing it further throughout the course. ASU expects and requires all its students to act with honesty and integrity, and respect the rights of others in carrying out all academic assignments. Fulton Schools of Engineering takes academic integrity VERY seriously. The Fulton Honor Code will be discussed during a future class.

Students in this class must adhere to ASU's academic integrity policy, which can be found at <https://provost.asu.edu/academic-integrity/policy>). Students are responsible for reviewing this policy and understanding each of the areas in which academic dishonesty can occur. In addition, all engineering students are expected to adhere to both the ASU Academic Integrity [Honor Code](#) and the Fulton Schools of Engineering [Honor Code](#). All academic integrity violations will be reported to the Fulton Schools of Engineering Academic Integrity Office (AIO). The AIO maintains record of all violations and has access to academic integrity violations committed in all other ASU college/schools.

Course content, including lectures, are copyrighted materials and students may not share outside the class, upload to online websites not approved by the instructor, sell, or distribute course content or notes taken during the conduct of the course (see [ACD 304-06](#), "Commercial Note Taking Services" and ABOR Policy [5-308 F.14](#) for more information).

You must refrain from uploading to any course shell, discussion board, or website used by the course instructor or other course forum, material that is not the student's original work, unless the students first comply with all applicable copyright laws; faculty members reserve the right to delete materials on the grounds of suspected copyright infringement.

Plagiarism

Although ASU encourages collaboration between students, and faculty, in the sharing of ideas and experiences, individual work needs to represent the student's original thought and be distinguishably different from other students' work. Copying from other people's work in part or in whole will result in a ZERO grade for the whole work. Recurring plagiarism will result in obtaining an XE and reporting each student's misconduct.

Threatening Behavior Policy

Students, faculty, staff, and other individuals do not have an unqualified right of access to university grounds, property, or services (see [SSM 104-02](#)). Interfering with the peaceful conduct of university-related business or activities or remaining on campus grounds after a request to leave may be considered a crime. All incidents and allegations of violent or threatening conduct by an ASU student (whether on- or off-campus) must be reported to the ASU Police Department (ASU PD) and the Office of the Dean of Students.

Harassment and Sexual Discrimination

Arizona State University is committed to providing an environment free of discrimination, harassment, or retaliation for the entire university community, including all students, faculty members, staff employees, and guests. ASU expressly prohibits discrimination, harassment, and retaliation by employees, students, contractors, or agents of the university based on any protected status: race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity, and genetic information.

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If

you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <https://sexualviolenceprevention.asu.edu/faqs>.

As a mandated reporter, I am obligated to report any information I become aware of regarding alleged acts of sexual discrimination, including sexual violence and dating violence. ASU Counseling Services, <https://eoss.asu.edu/counseling>, is available if you wish to discuss any concerns confidentially and privately.

Disability Resources

Any students who have special needs or need accommodations in this course are encouraged to communicate with me as soon as possible to make appropriate arrangements for these accommodations. The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. One element of this legislation requires that all qualified students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities.

If you believe you have a disability requiring an accommodation please contact the Disability Resource Center (DRC) at ASU Polytechnic located in Student Affairs Quad # 4 or call 480-727-1039 / TTY: 480-727-1009. Please note that students who may need accommodations must register with the ASU Disability Resource Center and provide documentation of that registration to the instructor. Students should communicate the need for an accommodation in sufficient time for it to be properly arranged. See [ACD 304-08, Classroom and Testing Accommodations for Students with Disabilities](#).

Technical Support

- This course uses Canvas to deliver content. It can be accessed through MyASU at <http://my.asu.edu> or the Canvas home page at <https://myasucourses.asu.edu>
- To monitor the status of campus networks and services, visit the System Health Portal at <http://syshealth.asu.edu/>
- To contact the help desk call toll-free at 1-855-278-5080.