Course Module Description

General module information
Title: User Experience Design for Service Interaction
Type: Course module
Language of instruction: English
Location of the lecture: Campus Copenhagen

ECTS points: 5 ECTS

Period: 1 September 2022 — 31 January 2023

Placement
1st semester, M.Sc. in Service Systems Design
3rd semester, M. SC. In Lighting Design

Module coordinator
Amalia de Götzen (coordinator), Judi Stærk Poulsen (secretary)

Academic content and relationships to other modules/semesters
The formal study plan description of the module can be found here:

https://moduler.aau.dk/course/2022-2023/MSNSSDM1202?lang=da-DK

This course gives a comprehensive knowledge about user involvement in the design process, going beyond traditional methods such as usability lab testing and taking the particular perspective of the "user experience", which is the experience that comes about through the use of a service and its different touchpoints.
The main topics of the course can be summarized as follows:

- System design methods including the social and cultural context of use
- Ethnographic study methods for user behavior research
- Qualitative research methods such as interview techniques, analysis and experience sampling
- Scenario-based design methods
- Interaction design methods
- User Experience prototyping

Students benefit from previous courses within STS (Science Technology Society) or similar cultural contextual courses, as well as students benefit from previous courses within both qualitative and quantitative research methods as well as hands-on courses within interaction design.
The objectives are realized by presenting methods and tools in a case based framework and through the students' active participation in workshops and assignments. The course is based on more advanced qualitative methods, as well as principles for interaction design.

Objectives and learning goals
This module is meant to provide a comprehensive knowledge about the user involvement in the design process, with a focus on design for services, where the social and cultural contexts of use are particularly important. It will provide interaction design principles and methods to design coherent and effective touch-points for services. The student will learn how to use ethnographic and qualitative methods in the analysis of a specific context to elicit specific requirements for a service and to design appropriate interactions between the user and the service itself.

Extent and expected workload
Up to 10 mini modules, divided into lectures with literature preparation (3 ECTS), workshops and exercises (1 ECTS) and hand in of written essay (1 ECTS).

Pre-requisites for participation
See the module description (find the link above) for any further detail on pre-requisites.

Examination

Modality and duration: Individual written exam

Assessment: In accordance with the 7-point grading scale

Pre-approved aids: Books, papers, and slides from the course

Further detail on the exam: Each student will have to submit their own essay for evaluation (10 A4 pages, with a minimum of 2.500 words). The essay will discuss a case study through the interplay of the theoretical knowledge acquired during the course and real-life data collected for the case. The essay will be evaluated in relation to how it demonstrates if and how the student possesses advanced knowledge of theories and methodological tools to apply User Experience Design in the service design context.