



## COURSE SYLLABUS

# Introduction to Human-Computer Interaction, 7.5 credits

*Introduktion till Human-Computer Interaction, 7,5 högskolepoäng*

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<b>Course Code:</b> TIGG10	<b>Education Cycle:</b> First-cycle level
<b>Confirmed by:</b> Dean Mar 1, 2021	<b>Disciplinary domain:</b> Technology
<b>Valid From:</b> Aug 1, 2020	<b>Subject group:</b> IF1
<b>Version:</b> 1	<b>Specialised in:</b> G1N
	<b>Main field of study:</b> Informatics

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### Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- display knowledge of how to discriminate between behavioral, attitudinal, qualitative and quantitative user research
- display knowledge of the processes and methodologies to properly and practically handle user research in a design or business context
- demonstrate comprehension of the role of user research in the design process
- demonstrate comprehension of the key ethical issues at the base of a sound user research approach

Skills and abilities

- demonstrate the ability to properly describe and discriminate between different methods for conducting user research and articulate their advantages
- demonstrate the ability to select one or more appropriate methodologies for the tasks at hand
- demonstrate the ability to discuss the role of user research in the context of a business strategy

### Contents

The course introduces the students to user research concepts, methods and techniques as they are used throughout the design process to identify needs, behavioural patterns, and functionalities. It provides students with a basic understanding of the differences between interviews and surveys, cultural probes and ethnography, behavioural or attitudinal approaches, qualitative and quantitative methodologies, and practically illustrates how to turn user research results into communicable synthetic deliverables such as personas or user journeys.

The course also stresses the importance of culture and context in the practice of user research.

The course includes the following parts:

- introduction to the New Media Design program
- application of user research concepts and methodologies to real-world projects
- creation of deliverables such as personas, storyboards, and user journeys based on user

research

- conducting user research in the context of team work and collaborative projects
- establishing useful and realistic research goals and objectives
- preparation of reports and present results of user research to stakeholders

### **Type of instruction**

Lectures and seminars.

The teaching is conducted in English.

### **Prerequisites**

General entry requirements and Mathematics 2a or 2b or 2c and English 6. Or: Mathematics B and English B (or the equivalent).

### **Examination and grades**

The course is graded 5,4,3 or Fail.

The final grade for the course is based on a balanced set of assessments. The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

Name of the Test	Value	Grading
Written examination	3 credits	5/4/3/U
Seminar	3 credits	5/4/3/U
Group presentation	1.5 credits	5/4/3/U

### **Course literature**

Literature

The literature list for the course will be provided one month before the course starts.

Title: Observing the User Experience, Second Edition: A Practitioner's Guide to User Research

Author: Goodman, Kuniavsky, Moed

Publisher: Morgan Kaufmann

ISBN-13: 978-0123848697

ISBN-10: 0123848695