

## Liverpool John Moores University

Title: User Centred Design  
Status: Definitive  
Code: **6005PDE** (120093)  
Version Start Date: 01-08-2018

Owning School/Faculty: Electronics and Electrical Engineering  
Teaching School/Faculty: Electronics and Electrical Engineering

Team	Leader
Fang Guo	Y

**Academic Level:** FHEQ6  
**Credit Value:** 20  
**Total Delivered Hours:** 72  
**Total Learning Hours:** 200  
**Private Study:** 128

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Practical	24
Tutorial	24

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres	User analysis presentation	30	
Report	Rpt	UCD report	70	

### Aims

*Introduce UCD research methods and to allow students to practice the concepts and language of product semantics.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate a comprehensive understanding of the role of the user.
- 2 Identify, test & critically evaluate interface issues via the use of appropriate methods.
- 3 Implement, manage & co-ordinate the research process via the use of storyboards & flow diagrams.
- 4 Generate concepts from user issues and communicate their findings.

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

User analysis	2	3	4
presentation			
UCD report	1		

## Outline Syllabus

### *Module introduction*

*Module guide; aims; learning outcomes; assessment and marking schemes. Outline syllabus; module timetable and student feedback.*

*The first section introduces UCD research techniques, e.g. the six common methods and IDEO card methods; students will work in group to apply selected methods to undertake their research and to present findings at the end of the section. The second section introduces product semantics (human factors) as a new language for design. The remaining section will encourage students to design/improve a product that based on applying the semantics knowledge learning from previous sections.*

### *Collective creativity:*

*Creative group environments tools and processes. Rapid realisation. Visual design. Participatory and interactive design.*

### *User centred design:*

*User centred design. Design ethnography. Methods of capturing experiences. Interaction analysis. Scenario-based design. Usability studies. User centred design for different levels of user, i.e. physically impaired users, emotionally impaired users. Different levels of user could also include highly skilled users where a product may inhibit performance if not designed correctly.*

### *Skills and knowledge:*

*Presenting work in a professional manner, problem solving, critical analysis, research methods, data collection, presenting data, analysis and interpretation of data, referencing correctly.*

## Learning Activities

This module will be delivered through an integrated series of lectures, tutorials, practical sessions, guided design activities and case studies. The learning activities are to be student focused and develop the students design knowledge through experiential learning.

### **Notes**

This module is delivered using a variety methods including lectures, seminars, tutorials and practical sessions. The module will be delivered from a engineering and product design perspective.