

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Oblikovanje uporabniške izkušnje
Course title: User Experience Design

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Magistrski študijski program druge stopnje Informatika v sodobni družbi	-	Prvi	Prvi
The second cycle masters study programme Informatics in Contemporary Society	-	First	First

Vrsta predmeta / Course type

Obvezni / Obligatory

Univerzitetna koda predmeta / University course code:

1-ISD-MAG-OUI-2024-02-05

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30		40	-	-	80	5

Nosilec predmeta / Lecturer: red. prof. dr. Borut Rončević, doc. dr. Urška Fric

Jeziki / Languages:

Predavanja / Lectures: Slovenski, angleški / Slovene, English

Vaje / Tutorial: Slovenski, angleški / Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Pogoj za vključitev v delo je vpis v 1. letnik študija.

Prerequisites:

Prerequisite for participation is enrollment into the 1st year of study.

Vsebina:

- Uvod: razumevanje uporabniško usmerjenega oblikovalskega procesa (krog rasti med raziskovanjem in oblikovanjem); pregled ključnih tehnoloških trendov pri spletnih in mobilnih aplikacijah.
- Načrtovanje projektov uporabniško usmerjenega oblikovanja (poslovne zahteve, uporabniške zahteve, načrtovanje stroškov).
- Orodja in tehnike za raziskovanje in oceno zahtev uporabniške izkušnje (načrtovanje in izvajanje učinkovitih

Content (Syllabus outline):

- Introduction: Understanding the user-centered design process (the virtuous circle of research and design); overview.
- Planning UX projects (business requirements, user requirements, budgeting)
- UX research and evaluation tools and techniques (planning and conducting effective stakeholder interviews and focus groups, requirement workshops, usability tests, benchmarking, contextual research, survey, expert interview and analytics)

<p>intervjujev in fokusnih skupin z deležniki, delavnice za oblikovanje produktnih zahtev, uporabniški test, benchmarking, kontekstualno raziskovanje, ankete, ekspertski intervjuji, analitika ipd.)</p> <ul style="list-style-type: none"> • Orodja in tehnike za oblikovanje uporabniške izkušnje (ideacijske delavnice, zemljevidi uporabniških izkušenj, uporabniški scenariji, uporabniški profili ipd.). • Komponente uporabniške izkušnje (posamezni deli produkta; oblikovanje za spremembe vedenja uporabnikov; oblikovanje za internacionalizacijo). 	<ul style="list-style-type: none"> • UX design tools and techniques (ideation workshops, customer experience maps, user journeys, persona profiles etc.) • UX components (product component parts; designing for behavioral change; designing for internationalisation).
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Temeljni literatura in viri / Readings:

- Bill, A. in Tullis, T. (2022). *Measuring the User Experience: Collecting, Analyzing, and Presenting UX Metrics*. San Francisco, US. Elsevier Science and Technology.
- Branson, S. (2020). *User Experience: Modern Skills of a Successful Software Developer*. Los Angeles, Independently Published.
- Weinschenk, M. S. (2020). *100 Things Every Designer Needs to Know about People*. Second Edition. US. Pearson.
- Hartson, R. in Pyla, P. (2019). *The UX Book: Agile UX Design for a Quality User Experience*. San Francisco. Elsevier Science and Technology.
- Allanwood, G. in Beare, P. (2019). *User Experience Design. A Practical Introduction*. London. Bloomsbury Publishing PLC.

Sproti (letno) določeni dodatni viri in materiali./ Annually selected additional resources and materials.

Cilji in kompetence:

Cilj tega predmeta je seznaniti študente s procesom uporabniško usmerjenega oblikovanja. Študentje bodo pridobili znanja za ustvarjanje, vodenje in izvajanje procesa uporabniško usmerjenega oblikovanja.

Učna enota prispeva k razvoju naslednjih splošnih in predmetno specifičnih kompetenc:

- usposobljenost za samostojno in avtonomno uporabo, nadzor in vzdrževanje informacijsko komunikacijske tehnologije v organizaciji;
- poglobljeno razumevanje in kritično razmišljanje o zmožnostih in omejitvah informacijsko komunikacijskih tehnologij;

Objectives and competences:

The objective of this course is to learn about the process of user experiences design. Students will gain skills to create, lead and execute the process of user experience design.

The instructional unit contributes to the development of the following general and subject-specific competences:

- competence for independent and autonomous use, monitoring and maintenance of information communication technology in an institution;
- in-depth understanding and critical thinking regarding the possibilities and limitations of information and communication technologies;

- poglobljeno razumevanje pristopov in programskih orodij za vodenje projektov;
- uporaba metodoloških orodij, tj. izvajanje, koordiniranje in organiziranje raziskav, uporaba raznih raziskovalnih metod in tehnik ter ocenitev njihove uporabnosti;
- poznavanje in razumevanje interakcij med informacijsko komunikacijsko tehnologijo in sodobno družbo;
- sposobnost fleksibilne uporabe znanja v praksi. Načrtovanje in analiza uporabniške izkušnje;
- usposobljenost za načrtovanje informacijskih sistemov in razvoja aplikacij e-poslovanja v sodobni družbi.

- in-depth understanding of the approaches and software tools for project management;
- use of methodological tools, i.e. implementation, coordination and organisation of research, use of various research methods and techniques and to evaluate their usefulness;
- the ability to flexibly use knowledge in practice knowledge and understanding of interactions between the information and communication technology and the contemporary society;
- user experience design and analysis;
- competence to plan information systems and develop applications of e – business in contemporary society.

Predvideni študijski rezultati:

Študenti bodo v okviru tega predmeta pridobili znanja za izdelavo atraktivnih in uporabniško prijaznih spletnih in mobilnih aplikacij.

Znanje in razumevanje:

Razumevanje pomembnih vprašanj v zvezi z načrtovanjem oblikovanja uporabniške izkušnje. Poznavanje celotne verige od konceptualizacije spletnih in mobilnih aplikacij, preko razvoja pa do konzumacije vsebin in storitev.

Intended learning outcomes:

Students will gain skills and knowledge to create attractive and user-friendly web and mobile applications.

Knowledge and understanding:

Understanding of important issues relating to the user experience design. Knowledge of the entire development chain from conceptualisation of web and mobile applications through the creation and to consummation of content and services.

Metode poučevanja in učenja:

- Predavanja,
- praktični prikazi,
- predavanja iz prakse – gostujoči predavatelji,
- obisk strokovnjakov – ekskurzije,
- avditorne in
- laboratorijske vaje.

Learning and teaching methods:

- Lectures,
- demonstrations,
- guest lecturers
- site visits,
- practical and
- laboratory work.

Načini ocenjevanja:

Način (pisni, ustno izpraševanje, naloge, projekt)

- Projektna naloga

Končna ocena se oblikuje na podlagi rezultata projektne naloge, ki vključuje oblikovanje projektne

Delež (v %) /
Weight (in %)

100

Assessment:

Type (examination, oral, coursework, project)

- Project work

Assessment is formed as the result of UX project work, which also includes the presentation as a part exam.

uporabniške izkušnje. Projekt vključuje tudi predstavitev projekta na dan izpita.		
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Reference nosilca / Lecturer's references:

- FRIC, Urška, O'GORMAN, Bill, RONČEVIĆ, Borut. Strategic competence model for understanding smart territorial development. *Societies*. 2023, vol. 13, iss. 3, str. 1-16.
- FRIC, Urška, RONČEVIĆ, Borut, DŽAJIĆ URŠIČ, Erika. Role of computer software tools in industrial symbiotic networks and the examination of sociocultural factors. *Environmental progress & sustainable energy*. 2020, vol. 39, no. 2, 7 str.
- RONČEVIĆ, Borut. Technology and innovations in regional development for Europe 2020: Jean Monnet Centre of Excellence TIR 2020 for smart, inclusive and sustainable growth. *Research in social change*. Sep. 2020, vol. 12, iss. 3, str. 5-14.
- MODIC, Dolores, RONČEVIĆ, Borut. Social topography for sustainable innovation policy: putting institutions, social networks and cognitive frames in their place. *Comparative sociology*, 2018, vol. 17, iss. 1, str. 100-127.
- RONČEVIĆ, Borut in TOMŠIČ, Matevž (urednika). Information society and its manifestations: economy, politics, culture. Frankfurt am Main: PL Academic Research, 2017.
- RONČEVIĆ, Borut, FRIC, Urška. Path-creation in the information society. V: RONČEVIĆ, Borut (urednik), TOMŠIČ, Matevž (urednik.). *Information society and its manifestations: economy, politics, culture*. Frankfurt am Main [etc.]: PL Academic Research, cop. 2017. Str. 41-53.
- Oblikovanje spletne platforme InnoHPC <https://innohpclab.fis.unm.si/>