

**FACULTY OF ENGINEERING  
STUDY COURSE DESCRIPTION**

<b>Course Title:</b>	<b>UX Strategy Framework</b>				
<b>Course code (LAIS):</b>	<b>DatZ1023</b>				
<b>Study programme:</b>	<b>Virtual Reality and Smart Technologies</b>				
<b>Level of Study programme:</b>	<input type="checkbox"/>	1st level professional higher education			
	<input type="checkbox"/>	Professional Bachelor			
	<input checked="" type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	PhD level			
<b>Type of Study programme:</b>	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
<b>Course Workload:</b>	<b>Credits</b>	<b>ECTS</b>	<b>Academic hours</b>	<b>Contact hours</b>	<b>Independent work hours</b>
	2	3	80	24	56
<b>Course Author/ Tutor:</b>	<b>Mairita Zaķe</b>				
	Guest lecturer, Mg.sc.comp.				
	<a href="mailto:mairita.zake@va.lv">mairita.zake@va.lv</a>				
	Consultation: according to the schedule for each semester				
<b>Course Form:</b>	Full time				
<b>Study year, semester:</b>	1 <sup>st</sup> year, 2 <sup>nd</sup> semester				
<b>Language:</b>	Latvian, English				
<b>Prerequisites for the Course:</b>	-				
<b>Course Summary:</b>	The goal of the course is to give knowledge in field of user experience (UX) design what is important issue for development of sustainable VR/AR environments. Students are introduced with the basics of design, development and the elements of user experience. Integral part of the course is dedicated to business strategy, value innovation, validated user research and UX design.				
<b>Course Methods:</b>	Lectures, practical activities, independent work, workshop for the defence of the course work				
<b>Assessment:</b>	Examination				
<b>Requirements for Credits:</b>	<p>1. All three practical works require a positive evaluation (at least 4 out of 10).</p> <p>2. The course work must be submitted and defended within the deadline and must be successfully evaluated.</p> <p>If practical assignments are not submitted within the deadlines indicated by the lecturer, the student is not admitted to the defence of the course work and the maximum assessment that the student can qualify for completing the requirements is reduced.</p> <p>The final score is:</p> <ol style="list-style-type: none"> <li>1. Evaluation for 1st practical work - 15%.</li> <li>2. Evaluation for 2nd practical work - 15%.</li> <li>3. Evaluation for 3rd practical work - 15%.</li> <li>4. Evaluation for the course work - 40%</li> <li>5. Evaluation for the defence of the course work - 15%</li> </ol>				
<b>Course Contents:</b>	<p>From product design to user experience design.</p> <p>From design to development. The elements of user experience.</p> <p>Business strategy, value innovation, validated user research and UX design.</p> <p>Validating the value proposition, conducting competitive research and competitive</p>				

	analysis. Storyboarding value innovation and creating prototypes for experiments. Interaction design and information architecture.	
<b>Learning Outcomes; the evaluation methods and criteria</b>	<b>Learning Outcomes</b>	
	<b>The evaluation methods and criteria</b>	
	<b>Knowledge</b>	
	Knowledge of user experience design.	Lectures, practical assignments.
	Knowledge of the elements of user experience.	Lectures, practical assignments.
	Knowledge of business strategy and value innovation.	Lectures, practical assignments.
	Knowledge of phases from design to development.	Lectures, practical assignments.
	<b>Skills</b>	
	Ability to make validated user research and UX design.	Lectures, practical assignments.
	Ability to perform validation of the value proposition, conduct competitive research and competitive analysis.	Lectures, practical assignments.
	Storyboarding value innovation.	Lectures, practical assignments.
	<b>Competency</b>	
Competency in interaction design and information architecture.	Lectures, practical assignments.	
Competency in creating prototypes for experiments.	Lectures, practical assignments.	
<b>Course Compulsory literature:</b>	Jaime Levy. UX Strategy: How to Devise Innovative Digital Products that People Want, 2015, 312 p.	
<b>Course additional literature:</b>	Jesse James Garrett. The Elements of User Experience: User-Centered Design for the Web and Beyond, 2010, 192 p. Russ Unger. A Project Guide to UX Design: For user experience designers in the field or in the making, 2012, 360 p.	
<b>Course confirmation date:</b>	08.12.2017.	
<b>Date of course description update:</b>		

### Study Course Plan:

Date	Theme	Academic hours		Study Form
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	From product design to user experience design.	2	8	Lecture.
	From design to development. The elements of user experience.	6	10	Lecture, first practical assignment.
	Business strategy, value innovation, validated user research and UX design.	6	10	Lecture, second practical assignment.
	Validating the value proposition, conducting competitive research and competitive analysis.	6	10	Lecture, third practical assignment.
	Storyboarding value innovation and creating prototypes for experiments. Interaction design and information architecture.	4	18	Development and defence of the course work
<b>Hours total:</b>		<b>24</b>	<b>56</b>	