



Course Description

***Advanced User Experience  
Design Workshop***

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**Project Consortium:** University of Applied Sciences Magdeburg-Stendal (Germany); Aalborg University (Denmark); Lapland University of Applied Sciences (Finland); University of Lincoln (United Kingdom); University of Ljubljana (Slovenia); Potsdam University of Applied Sciences (Germany); Tampere University of Applied Sciences (Finland); University of Tampere (Finland); YMCA University of Applied Sciences (Germany)



# Advanced User Experience Design Workshop

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## **Abstract**

This »Advanced User Experience Design Workshop« took on challenge of creating online courses.

## **Course Description**

The learning objectives of this course comprise:

- Design for specific target groups, markets and media
- Use up to date user research and usability methods
- Deepen their knowledge in User-Centered design, interaction design and user interface design
- Deepen their professional identity as user experience designers

For example: Future of interactive media consuming. Advanced Contextual Design. Latest innovation in the area. Emerging trends in interaction design and user interface design

The students should know beforehand the basics of the subject.

## **Collaboration Mode**

The course itself was a blended learning course with extensive on-site collaboration. However, the students worked on the theme of “designing interactions for creative online collaborations” and made a lot of experiments on their own during the research phase. Additionally, there was asynchronous collaboration on TAMKs own LMS platform.

**Asynchronous Collaboration:** Using asynchronous communication tools





like forums, shared documents, shared folders. A particular interesting form of asynchronous collaboration are Design Thinking processes where each partner builds on the existing work of the other partner.

## **Duration, Intensity & ECTS**

The course was organised on Tuesdays (10–15h), starting 28.10.2014; it was a 5 ECTS course. Additionally students could also take part at the InnoEvent 2014 (<http://innoevent.fi/>), for what they earned 2 further ECTS credit points.

## **Platform**

TAMK Tabula, a TAMK-internal learning management system (LMS).

## **Methods**

Contact teaching, teamwork, assignments, individual research task, visitors: lecturers from the companies and expert lessons.

Individual research task: Prepare and give presentation (20 min) of interesting ux/usability themes, target group, project or technique.

Participation to the InnoEvent and collecting ideas how to improve the event from the user experience point of view.

InnoEvent Tampere is an intensive week during the students of different fields of study are divided into multi-disciplinary teams. These teams innovate and create solutions to real cases given by a variety of companies and organizations (employers). Coaches, professionals and company representatives guide the innovation project. At the end of the week every team presents their achievement. A team of judges selects the best ideas and awards the teams during the final gala.

## **Curriculum**

28.10.	Holistic user understanding
03.–07.11.	InnoEvent
25.11.	Lean UX
26.11.	OnCreate workshop: Tamk Media students listed the students' user needs for creative collaboration in learning projects and created design ideas for online collaboration.
02.12.	UX in practice. Lecturer from the company. Student's pre-





sentations.

10.12. Students' presentations

## ***Experience Report***

Experience reports around the course can be found under the following links:

<http://tamk-blogi.tamk.fi/tag/innoevent/>

<https://www.facebook.com/tampereenamk/posts/10152917564523938>

<https://www.innoevent.fi/fi/etusivu/>

Karen Holtzblatt: Rapid contextual design : a how-to guide to key techniques for user-centered design

<https://dl.acm.org/citation.cfm?id=1082412&dl=ACM&coll=DL&C-FID=823179491&CFTOKEN=77601381>

<http://www.sciencedirect.com/science/book/9780123540515>

## ***Addendum***

Course Output



## Advanced User Experience Design Workshop

### Result of User Research

Compiled by Students & Kirsi Karimäki, Tampere University of Applied Sciences, 2015

Source: Source: Co-Creation workshop on creative online collaboration (as part of User Experience courses at TAMK)

Profile of participating users: Students involved in 4-months "Demola" projects on product or service design challenges, all with prior experience in online learning and collaboration.

Method: Collaborative Design Research, gathering users' wants and doubts, then clustering of results.

Category	Criteria / What to measure	Related problems (especially in online teaching/learning settings)
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Trust, Team Spirit		
Get to know each others, build trust, utilize team's versatility.	Subjective experience of trust	How can we introduce participants in an informal setting in an online environment?
Utilize my skills in a right way	Are participants skills recognized and used in a right way?	How the students can tell about their skills and learning needs and get to know others' skills (in order to work together and learn from each others)?
I want to know my team	Do the students know each others?	How the students get to know each others in on-line situations?
I want proper project management	Project management's quality? Usability of the learning platform?	How to manage complicated learning projects in simple and easy way?
I want human environment	The amount and quality of help, feedback and "sociability"?	How to make sure that the students (and the other learning project members) help each others? How to make sure that there is not too serious and un motivating atmosphere?

Ideation		
Assignment giving. Ideation with the aim of mutual inspiration, brainstorming.		How do we make a briefing online? How to ensure mutual understanding of assignment? How to create intense and high-pace ideation online?
Open minded mutual ideation is important to me	The quality of brainstorming	How to make sure that everyone's ideas are considered?

Flexibility is important	Iteration possibilities	How to support creativity and “changes in plans”?
Facilitation is needed	The quality of support from the teacher or/and project manager and others i.e. experts and client. Knowledge on target group.	How to enable the support to the extent it is needed and in a right time?
Tools matters (to know own and other’s goals and tracking of them)	Project “tracking”? Is there enough communication about the status?	How to offer an easy and simple education platform that allows to create new ideas and supports creativity?
Presence, Sociability, Community (Team working and information sharing. Discussions. Solving problems. Reviews and iteration with the team, teacher, users and customers)		
I need clear assignments	Project mgnt quality: Clarity of goals, deadlines, effectiveness of meetings	This should be easy in on-line environment, when everything can be documented and saved to network (proved)
Equal sharing of tasks	Transparency: ability to track all the team members’ workload and progress	This should be easy in on-line environment, when everything can be documented and saved to network (proved)
Communication is important, communication style matters (from quick notes and chats to serious discussions and F2F according to the needs)	A questionnaire? Measure both: the quality and amount of communication	Can web analytics used here?

<b>Making it real together</b>		
Idea visualization and prototyping (also auditive and haptic). Pitching, getting feedback: from the team, teacher, users and customers. Reporting. Applying the results.		How to do concrete prototypes (e.g. paper..) on-line? How to support and evaluate applying of end results, because normally project ends to presentation.
Milestones are important to me.	The amount and quality of rewarding (same as teacher evaluation? no - also team members can reward and give feedback for each others)	Having something concrete done time to time is important for the motivation
Iterative work is the key	The number and and quality of iteration rounds? (Can be for example feedback, testing, prototyping).	In learning projects the experiments and trials matters as well (in order to learn the teamwork and innovative way of thinking and working), how to evaluate this? Normally only end results matters.
Good final presentations are rewarding	The work process and quality of presentations? The amount of feedback?	