

UX DESIGN AND RAPID PROTOTYPING

Course code	<i>MNG258</i>
Compulsory in the programmes	<i>Entrepreneurship and Innovation</i>
Level of studies	<i>Undergraduate</i>
Number of credits and	<i>6 ECTS (48 contact hours + 6 consultation hours, 106 individual work hours)</i>
Course coordinator (title and name)	<i>Gediminas Buivydas</i>
Prerequisites	<i>None</i>
Language of instruction	<i>English</i>

THE AIM OF THE COURSE:

This course deep-dives into the next steps of the design process - Prototype and Test. The course will familiarize with creating user flows, interaction design and explore the difference between UI and UX. Students will examine the art of doing prototyping ideas through paper and other low fidelity prototypes, as well as using industry-accepted digital tools such as Adobe XD, Framer, Sketch, Proto.io, and Origami. The course also explores the Ethics of UX Design and the fundamentals of experimentation.

Students will use fieldwork methods of gathering data that they have learned in the course "Introduction to Design Thinking and fieldwork". The course is based on numerous practical, real-life cases, examples, and tools for prototyping ideas and based on research and insights on people's needs. It develops skills of prototyping and testing ideas with potential users. This course will enhance students working on their continuous complex project.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1 To be able to develop user-centered design suggestions by creating digital and analog prototypes	BLO1.1	Final exam, Group task demo, and in-class contributions	Individual study, group project. Practicing, reflecting and discussing
CLO2 To be able to analyze people's behaviors and reasoning in order to identify design improvements	BLO 1.2	Final exam, Group task demo, and in-class contributions	Individual study, group project. Practicing, reflecting and discussing
CLO3 To be able to communicate complex and abstract information in a convincing, inviting and memorable manner	BLO 4.1	Final exam, Group task demo, and in-class	Individual study, group project. Practicing,

		contributions	reflecting and discussing
CLO4 To be able to understand what information is needed to support decisions and gather it.	BLO 4.3	Final exam, Group task demo, and in-class contributions	Individual study, group project. Practicing, reflecting and discussing
CLO5 To be able to link human needs, possibilities of technology, and requirements for business success.	BLO 2.1	Final exam, Group task demo, and in-class contributions	Individual study, group project. Practicing, reflecting and discussing

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Topic	In-class hours	Readings
Lean UX Basics	2	Book Lean UX Chapter 1
Intro to Rapid Prototyping	2	Book Lean UX Chapter 1
Lean UX Principles Exercise	4	Book Lean UX Chapter 2
Lean UX in Practice	2	Book Lean UX Chapter 2
Prototyping Basics	2	Book Lean UX: Chapter 3
Prototyping Workshop	4	Book Lean UX: Chapter 3
Design Sprints and Lean UX	2	Book Lean: Chapter 4
Intermediate Prototyping Techniques	2	Book Lean UX: Chapter 5
Rapid Prototyping Workshop	4	Book Lean UX: Chapter 5
User Testing & Lean UX	2	Book Lean UX: Chapter 6
Feedback & Iteration	2	Book Lean UX: Chapter 6

Advanced Prototyping Workshop	4	Book Lean UX: Chapter 8
Scaling Lean UX	2	Book Lean UX: Chapter 8
Refining Prototypes	2	
Lean UX for Different Products	2	
Mastering Prototyping Tools	2	
Lean UX & Agile Teams	2	Book Lean UX Chapter 7
Final Project Presentation	6	
	Total: 48 hours	
CONSULTATIONS	6	
FINAL EXAM	2	

FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components 50 %</i>	
<i>Group project presentation</i>	50
<i>Individual Components 50 %</i>	
Final exam	40
In- class contribution	10
Total:	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

(Provide short descriptions and grading criteria of each assignment)

1. **The final exam** will count for 40% of the final grade. It may consist of essay questions that will be based on all the material presented in classes, seminars, and required readings.
2. **The in-class contribution** will count for 10% of the final grade. It may include participation in discussions on the topic of the lecture, participation in group and individual problem-solving tasks. **Students are expected to READ RELEVANT CHAPTERS AND OTHER READING MATERIALS BEFORE COMING TO THE CLASS AND BE PREPARED TO DISCUSS VARIOUS QUESTIONS RELATED TO THE TOPIC.**
3. **The group project presentation** will count for 50% of the final grade. It will be based on a twelve-week group project. Group projects must be created using Digital LAB infrastructure
4. **Re-taking the final exam.** Students who receive a failing final grade will have the right to re-take the exam. It will count for **40%** of the final grade and will cover the content of the entire course. **The individual and group**

assignments cannot be resubmitted at a later time.

REQUIRED READINGS

Understanding Industrial Design: Principles for UX and Interaction Design, Simon King, Kuen Chang
O'Reilly Media, Incorporated, 25 Sep 2015

Lean UX: Designing great products with agile teams, Jeff Gothelf, Josh Seiden · 2016

Using Experiments to Launch New Products by Jeff Fossett, Duncan Gilchrist and Michael Luca. HBR,
November 05, 2018

100 Things Every Designer Needs to Know About People. Susan Weinschenk, Ph.D. New Rider

ADDITIONAL READINGS

ANNEX

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

Programmes:

International Business and Communication,

Business Management and Marketing,

Finance,

Industrial Technology Management,

Entrepreneurship and Innovation

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

Learning objectives for the Bachelor of Social Science

Programmes:

Economics and Data Analytics,

Economics and Politics

Learning Goals	Learning Objectives
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1. Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools

Students will be effective communicators	ELO4.1.Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2.Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper