

# ID430 DESIGN FOR USER EXPERIENCE

SYLLABUS FOR 2025-26 SPRING SEMESTER

Thursday 13:00-16:00, F115, Asst. Prof. Dr. Sedef SÜNER PLA CERDÀ ([sedef.suner@tedu.edu.tr](mailto:sedef.suner@tedu.edu.tr))

## WHAT IS THIS COURSE ABOUT?

This course aims to help you broaden your perspectives from object-focused approach to design towards a more comprehensive, experiential approach to the designed artefacts and systems by gaining awareness of user experience (UX) as an established field of research and practice, and acquire first-hand experience in contemporary UX methods. The course is expected to equip you with such emerging requirements of the professional life, as well as raising awareness for those who want to pursue graduate level degrees.

## WHAT WILL YOU LEARN?

Throughout the course, you will apply design thinking and user-centred design methodology to develop a conceptual, interactive product/system as a team. By doing so, the course targets the following learning outcomes:

1. Comprehend the definitions and models of user experience.
2. Distinguish the concept of user experience from traditional human factors and usability.
3. Classify methods of user experience research.
4. Transfer user insights into actionable design directions.
5. Apply design thinking and user-centred design methodology in development of interactive products and systems.

## THEME: SMART TRAVEL COMPANION APP

Throughout the semester, you will work in teams to develop a conceptual product/service/system (or combination). The project theme is a smart travel companion app that accompanies users' journey experience from planning to return. The "smartness" of the app depends on the systems' use of machine learning (ML) algorithms and human-centred AI interaction (HCAI) scenarios that caters to a better travel experience for the users. You will combine user-centred and systems-level approaches by focusing on identifying and delivering for the needs and expectations of the target user groups and stakeholders. Additionally, we will utilise AI-supported workflows in generating project materials, data analysis and prototyping. I will support this process by introducing the fundamental theories and methods of UX, ML and HCAI, and guiding you throughout the research and design process.

## WHERE TO LEARN FIGMA

Teaching how to use Figma is not a learning goal of this course. I have curated a list of online tutorials you can follow to learn the basics enough for prototyping simple user flows. You will also submit a Personal Figma Project (see brief). Completing the tutorials is voluntary, but highly recommend unless you have substantial experience with Figma prototyping.

## GRADING

For detailed grading scheme, please refer to the weekly course schedule on next page.

- Class activities: **10%** (2/0 grading based on participation)
- Personal Figma project: **20%** (Both UX and UI assessment)
- Project assignments: **40%** (4 assignments, 10% each)
- Final jury: **30%**

## ACADEMIC INTEGRITY

Students are expected to uphold the highest standards of academic honesty. This includes:

- In team assignments, each member must contribute their fair share of work and not rely on others to complete tasks on their behalf.
- Plagiarism<sup>1</sup>, presenting another person's ideas, writing, designs, or work as your own, is prohibited.
- Generative AI<sup>2</sup> may be used only for limited purposes indicated in the AI Use Disclosure Form.
- Any use of AI content generators and LLMs (ChatGPT, Gemini, etc.) for any purposes must be declared in this form and submitted with the assignments. Note that you will also submit the chat/workflow links to the instructor for inspection, so use them accordingly. Undisclosed or inappropriate use of AI will be treated as a breach of academic integrity.

## IMPORTANT NOTES

- Since the project is the major outcome of this course, attendance is mandatory. We will use a considerable amount of the class time for hands-on activities and workshops, which are hard to be compensated for.
- Students who do not attend at least 70% of the classes, with or without excuses, will receive FX grade. Medical reports are not accepted as an excuse for extra days, so save the absenteeism for the times when you are actually sick.
- We will use **LMS** to coordinate submissions and collection of course materials. We will also use **Miro** and **Google** tools (Docs, Spreadsheets, Forms etc.) for team collaboration. Make sure to have Miro and Google accounts. **Figma** account is required for prototyping.
- I have a late submission policy, which usually comes with grade deduction.
- I always contact via e-mail. Please check your TEDU mails regularly for course related announcements and updates.

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<sup>1</sup> [Academic Integrity Statement for Students](#) – "Plagiarism is defined as: An author's presentation of someone else's ideas, phrasings, findings, codes, research results or products (any work with academic value in short) as their own, without clearly acknowledging the source, either on purpose or through carelessness by duplicating, altering or translating it."

<sup>2</sup> [Ethical and Responsible Use of Generative Artificial Intelligence Policy](#) – "If an instructor does not permit the use of generative artificial intelligence for assignments, projects, and other assessments, unauthorized use of generative artificial intelligence by students will be considered a violation of academic integrity. Data sources used must be reliable and verified. Sources must not be used in violation of intellectual and industrial property rights. Citations should be provided when necessary."