Course title	**User Experience (UX) Design**				
Course code	**BIMA-366**				
Course type	**Compulsory**				
Level	**1st Cycle**				
Year / Semester	**3rd**				
Teacher's name	**Andreas Tsivitanos**				
ECTS	6	**Lectures / week**	12	**Laboratories / week**	
Course purpose and objectives	The main objectives of the course are to: • Introduce Students to UX design based on the latest tech product design trends • Enable students to design digital products and services that are useful, usable, and desirable • Offer insight into the different phases of the user-centered design process, as well as the deliverables produced in each phase • Analyse user research, including various techniques used to gather knowledge about users' needs and characteristics and collect user feedback on design deliverables • Guide students to become proficient with the most important UX design principles and best practices and design user interfaces that lead to excellent user experience				
Learning outcomes	After completion of the course, students are expected to be able to: 1. Define and describe the principles of UX design and their application in creating successful digital products. 2. Apply the user-centered design process, including its phases, deliverables, and industry-standard tools, to develop effective design solutions. 3. Conduct user research using appropriate methodologies to gather insights for designing user-centered products. 4. Create prototypes ranging from low-fidelity sketches to high-fidelity interactive models that simulate real-world interactions. 5. Justify design decisions using research and established design principles and evaluate the work of peers by providing constructive critique.				
Prerequisites	User Interface (UI) and Spatial Design	**Required**			
Course content	This course covers key aspects of User Experience (UX) Design, starting with an introduction to the field and its importance in creating meaningful digital products. It delves into the user-centered design process, emphasizing iterative				

	approaches focused on user needs and goals. Students will learn user research techniques to understand behaviors and motivations, explore foundational design principles, and study strategies for designing accessible and inclusive experiences. The course also addresses content design, the creation of user flows to map pathways, and emotional design to foster deeper connections. Practical skills such as creating wireframes and prototypes are included, along with methods for conducting user testing to evaluate and refine designs. Finally, the course emphasizes the importance of design critique, offering techniques to provide and receive constructive feedback to improve design outcomes.
Teaching methodology	Lectures, lab presentations, lab tutorials, practical exercises, guest lectures, and group critiques.
Bibliography	Required Textbooks / Readings Sharp, H., Preece, J., & Rogers, Y. (2022). *Interaction design: Beyond human-computer interaction* (6th ed.). Wiley. ISBN: 978-1-119-90109-9. Doherty, G. (2017). *Designing user experience: A guide to HCI, UX and interaction design* (4th ed.). Pearson. ISBN: 978-1292155517. Recommended Textbooks / Readings Unger, R., & Chandler, C. (2012). *A project guide to UX design* (2nd ed.). New Riders. ISBN: 978-0321815385. Krug, S. (2014). *Don't make me think, revisited: A common-sense approach to web usability* (3rd ed.). New Riders. ISBN: 978-0321965516.
Assessment	Major prototyping projects, in-class presentations, seminars, handouts, written assignments and reports, class attendance, and performance.
Language	English