

课程详述

COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 Course Title	客户产品设计：体验 Client Product: Experience
2.	授课院系 Originating Department	创新创意设计学院 School of Design
3.	课程编号 Course Code	DS224
4.	课程学分 Credit Value	3
5.	课程类别 Course Type	专业选修课 Major Elective Courses
6.	授课学期 Semester	春季 Spring
7.	授课语言 Teaching Language	英文 English
8.	授课教师、所属学系、联系方式 (如属团队授课，请列明其他授课教师) Instructor(s), Affiliation & Contact (For team teaching, please list all instructors)	LUO Tao Assistant Professor, School of Design luot@sustech.edu.cn
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	无 NA
10.	选课人数限额(可不填) Maximum Enrolment (Optional)	

11. 授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other (Please specify)	总学时 Total
学时数 Credit Hours	32		32		64
12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	无 N/A				
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	无 N/A				
14. 其它要求修读本课程的学系 Cross-listing Dept.	无 N/A				

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

本课程邀请学生参与真实的、或基于真实经验假想的企业实践，作为乙方承接甲方客户的体验设计项目。基于客户的具体要求，系统地进行市场竞品、用户体验等调研与分析，深入理解市场和用户的真实需求，通过设计迭代提出创新的、有实际效果的解决方案。回应和理解客户需求是体验设计师的重要能力，但同时设计师又不应该被客户需求所局限，因此本课程大部分时间将用于对用户的调研、对需求的分析，以及迭代。

核心技能：理解客户需求、客户沟通、用户调研与分析、设计迭代、团队合作、反思性工作

This course invites students to participate in real business practices or imaginary practices based on real experience. Students will form teams to undertake experience design projects from clients. Based on clients' specifications, students will conduct research and analysis of competitive products and user experience, deeply understand the real needs of the market and users, and propose innovative and effective solutions through design iterations. Responding to and understanding clients' needs is an essential ability of designers, but at the same time, designers should not be constrained by clients' specifications. Therefore, students will use most of their time in this course for user research, analysis, and iteration.

Skills: interpreting the brief, client communication, user research and analysis, design iteration, team work, reflective working

16. 预达学习成果 Learning Outcomes

通过学习，学生将能够：

- 恰当地理解客户要求；
- 在体验设计中应用迭代过程（研究、分析、原型、测试等）；
- 根据具体情况和需求选择和使用适当的研究和分析方法；
- 根据客户要求产出创造性和适当的解决方案。

By the end of this course, students will be able to:

- Interpret client specification appropriately;
- Apply iterative process (research, analysis, prototype, test, etc.) in experience design;
- Select and use appropriate research and analysis methods according to specific context;
- Generate creative and appropriate solutions according to client specification.

17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

Week	Content
1	<p>Lecture (4 hours) Introduction to the course, outline of assignments and projects, software preparation. Introduction of User Experience Design. Presenting Client's Brief and discussions.</p> <p>Practice (4 hours) Team Discussion on "How to understand Client's Brief" and Project planning Debate and Discussion Session on UX related topics</p>
	<p>Lecture (4 hours) General Principles, Layers and Structure of Experience. Process of Experience Design (Case Studies).</p> <p>Practice (4 hours) Understanding and Visualizing Current Experience. Communication with Clients and refining project plan.</p>
2	<p>Lecture (4 hours) Why and when to do User Research. Methods of User Research. (case studies) Analysis of Research Result.</p> <p>Practice (4 hours) User Research Planning (specific methods, targets, and details) Conduct User Research</p>
	<p>Lecture (4 hours) UX Modeling (Experience Map, Flow Model, Sequence Model, etc.) Understanding Client's Needs and Users' Needs.</p> <p>Practice (4 hours) Working on various UX Models. Identify pain points, unmet needs, challenges. Possible Field Trip of UX related companies.</p>
3	<p>Lecture (4 hours) Interim Review: UX Models Presentation Understanding Prototyping in Experience Design</p> <p>Practice (4 hours) Ideation for Solutions & Prototyping.</p>
	<p>Lecture (4 hours) Usability Test and Evaluation. Analysis of Test Results</p> <p>Practice (4 hours) Ideation for Solutions, Prototyping & Iteration</p>

4	<p>Lecture (4 hours) Tutorials and preparation of final presentation</p> <p>Practice (4 hours) Ideation for Solutions, Prototyping & Iteration</p>
	<p>Lecture (4 hours) Tutorials and preparation of final presentation</p> <p>Practice (4 hours) Final Presentation and Evaluation of Project (Research, Analysis, Solution, Presentation)</p>

18. 教材及其它参考资料 **Textbook and Supplementary Readings**

<p>Don Norman (2013). The Design of Everyday Things (Revised, Expanded). Basic Books; Revised edition (November 5, 2013)</p> <p>Don Norman (2005). Emotional Design: Why We Love (or Hate) Everyday Things. Basic Books; 1st edition (May 11, 2005)</p> <p>Alan Cooper, Robert Reimann, David Cronin, Christopher Noessel (2014). About Face: The Essentials Of Interaction Design, 4Th Edition. Indianapolis, IN : John Wiley and Sons.</p>
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课程评估 **ASSESSMENT**

19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance		10%		
课堂表现 Class Performance		20%		
小测验 Quiz				

课程项目 Projects		50%		
平时作业 Assignments		20%		
期中考试 Mid-Term Test				
期末考试 Final Exam				
期末报告 Final Presentation				
其它（可根据需要 改写以上评估方式） Others (The above may be modified as necessary)				

20. 记分方式 **GRADING SYSTEM**

- A. 十三级等级制 **Letter Grading**
 B. 二级记分制（通过/不通过） **Pass/Fail Grading**

课程审批 **REVIEW AND APPROVAL**

21. 本课程设置已经过以下责任人/委员会审议通过
This Course has been approved by the following person or committee of authority

Professor Tom Kvan
 Dean, School of Design

