

Course guide

804417 - TAUX - Advanced User Experience (Ux) Techniques

Last modified: 04/12/2025

Unit in charge: Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre.
Degree: BACHELOR'S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2023). (Optional subject).
Academic year: 2025 **ECTS Credits:** 6.0 **Languages:** Catalan

LECTURER

Coordinating lecturer: Moreno Segarra, Gisela

Others:

TEACHING METHODOLOGY

Seminars and debates with analysis of real cases.
Participatory classes and group work: research, definition, wireframes and prototyping.
Guided learning, individual and group activities.

LEARNING OBJECTIVES OF THE SUBJECT

Understand the entire UX process: research, definition, structuring, and validation.
Identify UX research methods: interviews, surveys, benchmarking, heuristic analysis, and insight synthesis.
Understand the fundamentals of information architecture and user flows.
Learn the key concepts of prototyping, wireframes, and usability testing.

STUDY LOAD

Type	Hours	Percentage
Hours large group	18,0	12.00
Self study	90,0	60.00
Hours medium group	30,0	20.00
Guided activities	12,0	8.00

Total learning time: 150 h

CONTENTS

BLOCK 1: Basics, Process and UX Research

Description:

Introduction to UX and project management.

History of UX and evolution of usability.

Methodologies: Waterfall, Lean, Agile, ICE Score, MoSCoW.

Design processes:

Design Thinking

Double Diamond

Triple Diamond

Testing and iteration process

Briefing and problem definition

Objectives, needs, identified problems

User stories

Assumptions and 5Ws

'How could we...?'

Initial data + cognitive biases

UX research

Type: qualitative, quantitative, contextual

Methods: interviews, surveys, shadowing, A/B, heat maps, card sorting

Insights, hypotheses, prioritization

Personas

UX principles + laws (Fitts, Hick, Miller, Doherty, Von Restorff, Zeigarnik)

Full-or-part-time: 26h

Theory classes: 13h 20m

Practical classes: 2h

Guided activities: 2h

Self study : 8h 40m

BLOCK 2: Architecture and Wireframes

Description:

Benchmarking and architecture

Competitor analysis

Architecture: content, prioritisation

Sitemaps, user flows, task flows

Card sorting + tree testing

Low-fi wireframes

Sketching with wireframes to choose from.

Functional structure and consistency

Full-or-part-time: 56h

Theory classes: 40h

Practical classes: 2h

Guided activities: 2h

Self study : 12h

BLOCK 3: Prototyping, usability testing, validation, and UI review

Description:

Psychology and Gestalt

Proximity, similarity, continuity, figure-ground, closure

Documentation and Design System (basic)

Components, states, micro-interactions

Style guides and consistency

Prototyping and validation

Pre-built navigable prototype

Usability testing in focus groups + results

Analysis of results and improvements

Heuristics: Nielsen + Tognazzini

Visual QA and checklist

Future steps

Full-or-part-time: 56h

Theory classes: 40h

Practical classes: 2h

Guided activities: 2h

Self study : 12h

BLOCK 4: User Interface (UI)

Description:

Review of typography, colour, hierarchy, iconography

Microcopy (UX writing) and visual consistency

Full-or-part-time: 12h

Theory classes: 4h

Practical classes: 8h



GRADING SYSTEM

Individual documentation: 40%

Each student must produce individual documentation of the entire project process, explaining what they have participated in:

- Personal reflections on the research
- Own insights
- Actual contributions to the project
- Wireframes or personal decisions
- Improvements and lessons learned

Final Project: 50%

- Documentation (25%): research, architecture, prototype, testing and iterations.
- Presentation (25%): the final project includes:
 - UX research
 - Architecture and user flows
 - Wireframes
 - Navigable prototype
 - Usability testing + iterations
- Presentation and defense of the project

Attendance and participation: 10%

- Minimum attendance required
- Participation in activities
- Teamwork and attitude

Irregular actions that may lead to a significant variation in the grade of one or more students constitute a fraudulent performance of an evaluation act. This action will lead to a descriptive grade of fail and a numerical grade of 0 for the ordinary global assessment of the subject, without the right to re-evaluation.

If the teachers have evidence of the use of AI tools that are not permitted in the assessment tests, they may summon the students involved to an oral test or a meeting to verify the authorship.

BIBLIOGRAPHY

Basic:

- Jeff Gothelf. Lean UX: Cómo aplicar los principios Lean a la mejora de la experiencia de usuario. UNIR, 2022. ISBN 8416125023.
- Justo Hidalgo. Idea producto y negocio: Tres pasos en la creación de productos y servicios digitales innovadores. Libros de cabecera, 2017. ISBN 8494606263.
- Donald A. Norman. La psicología de los objetos cotidianos. Nerea, 2018. ISBN 978-8416254132.
- Steve Krug. No me hagas pensar. Anaya Multimedia, 2015. ISBN 8441537275.
- Cris Busquets. Diseño desde Marte: Manual de diseño de producto digital . Jardín de Monos, 2023. ISBN 849480183X.
- Nir Eyal. Hooked: How to Build Habit-Forming Products. Portfolio Penguin, 2014. ISBN 0241184835.