international
minor
February 2019

User Experience Design

timeline

kick off

User Experience
In the module Experience we're looking at research based frameworks/models and practical case-studies in order to understand the underlying ideas of user experience. We will focus on the key-elements of experience and look at what exactly makes an experience meaningful and positive or negative.

Multi Device Design
In the module Multi Device Design we respond to the trend that an increasing proportion of human computer interaction takes place in an ecosystem of different devices that together meet
the needs of the user. We will look at delivering solutions that use the strengts of each device.

Cognitive Psychology
As user experience designers we focus on people; on what works for those who use what we develop. User research and usability testing support us with that. A thorough understanding of how people perceive, learn, reason, remember and convert intentions into action helps us even more. In this module you learn the most important topics of psychology underlying user interface and usability guidelines.

Big IA
In the Big IA module we look at how high-level user experience can clarify or simplify the underlying complexity of a system. Big IA focuses on the design of underlying processes and structures for interactive products and services. You will learn how factors such as user roles and time affect the disclosure of information and functions.

Seductive Interaction Design
Many digital services contain a large number of interactions between user and product. For example: booking a flight, buying a product in a webshop... The last 20 years interaction designers increasingly succeeded in making the steps users take in achieving their goals userfriendly. As a result usability isn't a luxury anymore but a necessity. Through "seductive interaction design" designers aim to go beyond providing a user-friendly user interface. They want to seduce users to use their products. They achieve this by responding to psychological factors, human behavior and motivations.

HCI Mastery
Sharing a photo. Changing an appointment in iCal. Buying a book. Booking a hotel. Retweeting a message. All examples of common actions that users often perform (hopefully) seemingly effortless. The module HCI mastery focuses on how you can design interactive media (websites, apps,...) that are functional, reliable, usable and pleasurable in use, in order to let them excel.

Master test
In an individual project you will apply what you have learned during the previous weeks. Weekly workshops and feedback sessions are organized to inspire and monitor your progress.

X^2
Parallel to the main programme the X^2 programme is there to let you experience the professional UX environment. Know your own strengths, values and capabilities. Create your own vision on UX and yourself as designer.

visit Aperto Berlin
2018

Wireflow
Manouk B... 2017

Generative research
Sven Persoon and Nicolas Tschaikner - 2018

Continuous design system
Anouk Lubbers - 2018

Alexa interaction
Bart van Dongen - 2018

Prototype
Robbin Lenior - 2017

Details; micro interactions
Flow in Principle
Julia Pelgrim - 2017