INSC 590 Problems in Information Science
Topic: Usability and User Experience

Delve deeper into specifics!
This course teaches the applications of Usability and User Experience through hands-on activities and goes beyond conceptual and overview understanding of Usability and User Experience. Details of methods and tools for User Experience and Usability such as Requirements Gathering, Wireframing, Consumer Journey (walk through), Personas, Scenarios, Moodboards, Card sorting, Focus groups, Storyboards, User flows, task analysis, Content Audit, Site maps, Analytics, Prototypes, UX modeling, A/B testing, eye-tracking, Walkthroughs – Heuristic, Cognitive, ethnographic field studies will be covered. Students will learn how to use the tools and conduct usability testing and develop design recommendations. A combination of academic and corporate experts in Usability and User Experience will share career advice.