



CommTECH Course 2021 Online Edition

Course Title : User Experience Design for a Hybrid Learning

Instructor Coordinator : Octaviyanti Dwi Wahyurini, Ph.D

Media : Zoom Apps

Time : 26 July – 6 August 2021 (GMT +7, Surabaya Zone Time)

1st Session: 09.00 – 12.00

2nd Session: 13.00 – 16.00 (2-3 hours depends on the session)

Synopsis

User experience or UX has been gaining a lot of interests from people across disciplines to learn on how a product or a service creates a positive experience to its users. UX is an evolving term which is no longer exclusively related to the creation of digital products such as software, apps, or websites. Instead, the application of UX research has been used to understand users' experience towards business, marketing, public service, and many others. Revolved in design principles including design thinking, this course is to provide a solid understanding the value of UX in creating hybrid learning experience during the pandemic situation. In this CommTech 2021 online edition, we will cover principles of UX, design thinking, data collection through interviews or/and contextual inquiry, and lastly to generate new ideas for a better hybrid learning experience. Participants will work in groups on a hands-on UX design research through a real project-based learning.

Tentative Schedule

Time	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	Introduction & Overview	Session 1: Understanding User Experience Design	Session 2: Design Thinking Principles	Session 3: Talk Loud: Building Empathy Current Online Learning Experience	Session 4: User Persona and Customer Journey Map
Week 2	Session 5: Group Presentation	Session 6: Defining and Ideation	Session 7: Prototyping	Session 8: Interaction Design and Usability Research	Session 9: Group Presentation





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*Please kindly note that the session will be combined with fun/cultural activities such as Fun Indonesia Language, Indonesia Virtual Dance, Surabaya Story, etc

ITS Global Engagement

Rectorate Building 1st Floor
ITS Campus, Sukolilo, Surabaya 60111 Indonesia
Phone/Fax: +62-31-5923411

