

MIS 7397: User Experience Essentials

Cr. 3.0 (3.0.0). Prerequisites: Instructor's Approval. This class will introduces the core skills in user experience (UX) design, why UX matters, and how to put the design process to work for you in many areas of business. Working through a series of practical hands on exercises, you will explore all aspects of user experience design including user research, information architecture, visual design, content strategy, accessibility and calculating the ROI for UX. Throughout the process we will discuss how to choose which deliverables to use and when to use them. In a fun and interactive environment, you will learn practical tools and techniques you can begin to use immediately.