



## **DR2008** **User Experience in Design**

**Eligibility: ADM & IEM**

**Dr. Kristy H.A. Kang (Assistant Professor)**

**G01 (63097): Thursdays, 1630 – 1930 at ART-B1-17A / ART-B1-17B**



image by Kristy H.A. Kang, 2014

### **Course Description & Learning Objectives:**

From mobile phones to augmented and ubiquitous technologies embedded into our everyday spaces, society has become increasingly mediated by technologies that influence human relationships and behavior. As such, designers have an opportunity to develop a sense of empathy and cultural sensitivity to the ways in which we navigate our everyday lives not only using devices but in the public spaces we inhabit. Cultivating an effective comprehension of user experience first requires nuanced observation and analysis of human behavior and relationalities.

This course will develop an introductory awareness of user behavior through methods combining cultural anthropology, spatial analysis and urban studies. Through analysis of everyday spaces such as public transportation, among others, as well as through group discussions and exercises, students will gain an ability to evaluate how user centered design will help build comfort, convenience and ease of use without compromising the performance of designed experiences. Students will have learned how to research, develop and critique a user experience as well as create an original proposal and proof of concept applying the concepts and techniques introduced in the class.

**To find out more, please contact: [ADM\\_Undergrad@ntu.edu.sg](mailto:ADM_Undergrad@ntu.edu.sg)**