[MDC402] USER EXPERIENCE AND USABILITY

GENERAL INFORMATION

Studies	UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN	**Subject**	?
Semester	2	**Course**	1	**Mention / Field of specialisation**	
Character	COMPULSORY		
Plan	2025	**Modality**	Face-to-face	**Language**	CASTELLANO
Credits	4	**Hours/week**	2.22	**Total hours**	40 class hours + 60 non-class hours = **100 total hours**

2030 AGENDA GOALS

PROFESSORS

MAZMELA ETXABE, MAITANE

REQUIRED PREVIOUS KNOWLEDGE

Subjects	Knowledge
DESIGN METHODOLOGY VISUAL COMMUNICATION	*(No previous knowledge required)*

LEARNING RESULTS

LEARNING RESULTS	KC	SK	AB	ECTS
MDRB19 - Students should have the ability to communicate their conclusions and the knowledge and rationale behind them in oral, written and visual formats to specialist and non-specialist audiences in a clear and unambiguous manner	x	x		4
Total:				4

KC: Knowledge or Content / SK: Skills / AB: Abilities

SECONDARY LEARNING RESULTS

RMD19 [!] *Diseñar experiencias de usuario innovadoras y accesibles teniendo en cuenta el cliente objetivo, el contexto empresarial y las tecnologías existentes*

LEARNING ACTIVITIES	CH	NCH	TH
Carrying out/resolving projects/challenges/cases, etc. to provide solutions to problems in interdisciplinary contexts, real and/or simulated, individually and/or in teams	20 h.	30 h.	50 h.
Carrying out exercises and solving problems individually and/or in teams	20 h.	30 h.	50 h.

EVALUATION SYSTEM	W	MAKE-UP MECHANISMS
Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems	70%	Presentation and defence of exercises, case studies, computer practical work, simulation practical work, laboratory practical work, term projects, end of degree project, master's thesis, challenges and problems
Individual written and/or oral tests or individual coding/programming tests	30%	

CH - Class hours: 40 h.
NCH - Non-class hours: 60 h.
TH - Total hours: 100 h.

CONTENTS

1. Theory of usability
2. Digital DBZ methodology
3. Research and definition for the creation of digital products
4. Information architecture
5. Interface and navigation design
6. Visual design
7. Design systems
8. Dark patterns and behavioral design

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources	Bibliography
Subject notes	https://labur.eus/hpCyI
Presentations by external Lecturers	
Moodle Platform	
Class presentations	
Slides of the subject	