

# User Experience and Extended Reality

This four-days seminar aims to teach students about fundamentals of user experience along with its application to designing extended reality (Augmented, Mixed and Virtual Reality) experiences. The seminar consists of two mini-courses focusing on these distinct topics.

## Mini-course 1: Fundamentals of User Experience

**Instructor:** Aykut Coşkun, [aykutcoskun@ku.edu.tr](mailto:aykutcoskun@ku.edu.tr)

**Course description:** Foundations of user experience (UX); definition of key terms and concepts. Introduction to UX research. Formative and summative user studies. An overview of user research methods used in UX. Introduction to UX design process and principles.

**Course objectives:** This mini-course aims to,

- familiarize the students with key concepts in UX,
- teach the fundamentals of UX research and design,
- and help students understand the relationship between UX research and UX design.

**Course outcomes:** Students successfully completing this mini-course will,

- be able to demonstrate an understanding of the fundamental concepts of UX research and design,
- be familiar with a typical UX research and design process,
- acquire a basic knowledge of UX research and design terminology.

**Teaching method:** The teaching method is based on lectures, tutorials, exercises and interactive discussions in which students have an active role. Each day, a specific subject will be covered through various teaching methods outlined below.

- Lectures: These are interactive lectures where the instructor introduce concepts pertaining to user experience (e.g., user research, UX design) through example works.
- Tutorials: These are sessions where teaching assistants and tutors introduce the basics of digital design tools that will be used in this class.
- Exercises: Tasks in which the students are expected to apply the theoretical knowledge obtained in the lectures into practice.
- Critique sessions: These are sessions in-which students showed the results of exercises (e.g. ideas, concepts, research results and so on) to gather feedback from the instructor, teaching assistants and classmates.

**Course materials:** There is no required coursebook for this mini course. However, it is recommended that the students have access to a copy of the following books:

Goodman, E., Kuniavsky, M., & Moed, A. (2012). *Observing the user experience: a practitioner's guide to user research (2nd edition)*. Elsevier.

Buxton, B. (2007). *Sketching User Experiences*. San Francisco: Morgan Kaufmann.

Lazar, J., Feng, J. H., & Hochheiser, H. (2017). *Research methods in human-computer interaction*. Morgan Kaufmann.

## Course outline

<p><b>March 14, Monday 1st session 1.00pm-4.00pm (İstanbul Time)</b> <b>Lecture 1:</b> User Experience (UX) Fundamentals <b>Lecture 2:</b> UX space (Platforms, devices and interaction techniques in UX) <b>Lecture 3:</b> UX Research Part I (UX research basics and exploratory UX research) 2 x 10 min. breaks.</p>
<p><b>March 14, Monday 2nd session 5.00pm-8.00pm (İstanbul Time)</b> <b>Tutorial:</b> Introduction to Miro <b>Briefing:</b> Introducing the UX challenge <b>Exercise 1:</b> Problem framing / group work <b>Exercise 2:</b> Planning for exploratory research (Creating a recruitment strategy, deciding on interview procedure and questions) / group work <b>Exercise 3*:</b> Conducting user interviews / individual work 2 x 10 min. breaks. * This exercise will be done as homework.</p>
<p><b>March 15, Tuesday 1st session 1.00pm-4.00pm (İstanbul Time)</b> <b>Exercise 4:</b> Reporting interview results and creating personas and HMW questions / group work <b>Lecture 4:</b> UX Design (Design process, tools to synthesize, explore and prototype) 1 x 10 min. break</p>
<p><b>March 15, Tuesday 2nd session 5.00pm-8.00pm (İstanbul Time)</b> <b>Exercise 5:</b> Idea generation 1 (Brain writing) / groupwork <b>Exercise 6:</b> Idea generation 2 (Reversed brainstorming) / groupwork <b>Exercise 7:</b> Creating project descriptions / groupwork 2 x 10 min. breaks.</p>
<p><b>March 16, Wednesday 1st session 1.00pm-4.00pm (İstanbul Time)</b> <b>Project presentations</b> <b>Lecture 5:</b> UX Research Part II (Evaluative UX research) <b>Exercise 8:</b> UX benchmarking 2 x 10 min. breaks.</p>

## Mini-course 2: Designing experiences for Extended Reality

**Instructor:** Asım Evren Yantaç, [eyantac@ku.edu.tr](mailto:eyantac@ku.edu.tr)

**Course description:** Foundations of Extended Reality (XR) - Augmented, Mixed and Virtual Reality - technologies and experiences; definition of key terms and concepts. History and state-of-the-art in XR hardware and software. A walk through of XR cases from different fields; industry, healthcare, learning, culture, etc. Stages of XR design process.

**Course objectives:** This mini-course aims to,

- familiarize the students with fundamentals of XR experiences,
- introduce the software and hardware technologies behind XR,
- and help students understand how to think for XR experiences.

**Course outcomes:** Students successfully completing this mini-course will,

- acquire a basic knowledge of XR terminology.
- be able to make sense of what technologies are used for an XR experience,
- be familiar with a typical XR design and ideation process,

**Teaching method:** The teaching method is based on lectures, exercises and interactive discussions in which students have an active role. Each of these methods work the same way as the first session.

### Reading material:

Chuah, S. H. W. (2018). *Why and who will adopt extended reality technology? Literature review, synthesis, and future research agenda*. Literature Review, Synthesis, and Future Research Agenda (December 13, 2018).

Guilbaud, P., Guilbaud, T. C., & Jennings, D. (2021, July). *Extended Reality, Pedagogy, and Career Readiness: A Review of Literature*. In International Conference on Human-Computer Interaction (pp. 595-613). Springer, Cham.

### Books:

Greengard, S. (2019). *Virtual reality*. Mit Press.

Jason Jerald. 2015. *The VR Book: Human-Centered Design for Virtual Reality*. Association for Computing Machinery and Morgan & Claypool Publishers. <http://doi.org/10.1145/2792790>

### Course outline

**March 16, Wednesday, Afternoon session 5.00pm-8.00pm (İstanbul Time)**

**Extended Reality Fundamentals** (lecture)

The Extended Reality phenomenon (Virtual, Augmented and Mixed Reality), use cases from different application areas, hardware and software technologies behind, how it works and human factors.

2 x 10 min. breaks.

**March 17, Thursday, Morning session 1.00pm-4.00pm (İstanbul Time)**

**UX for XR Experiences Part I: Briefing, Research and Ideation for Case Studies**

Briefing: Definition of the group case study topics (Finance, Healthcare, Tourism, Culture, Education), defining the groups.

Exercise 1: Research on the state-of-the-art case studies from each topic and in-group discussions. (group)

Exercise 2 - UX Phase 1 (personas): Creating 2 personas for each group's topic. (group)

**March 17, Thursday, Afternoon session 5.00pm-8.00pm (İstanbul Time)**

**UX for XR Experiences Part II: From User Needs to Ideas**

Exercise 3 - UX Phase 2 (needs): Define UX methods that can be used for understanding user needs for each group's topic. Create a list of user needs for the personas. (group)

Exercise 4 - UX Phase 3 (ideation): Individually create at least 3 application ideas (individual)

2 x 10 min. breaks..

**March 18, Friday, Morning session 1.00pm-4.00pm (İstanbul Time)**

**Design for XR Experiences Part III: Ideation and Scenario Based Design**

Presentation: Presentation of individual ideas and group feedback session. (group)

Exercise 5: Elimination of individual ideas to define the needs and requirements of one main application idea for each group. (group)

Exercise 6: Building a detailed user scenario and a User Journey Map (UJM) for the presentation of XR application of each group. (group)

2 x 10 min. breaks.

**March 18, Friday, Afternoon session 5.00pm-8.00pm (İstanbul Time)**

**Design for XR Experiences Part III: Presentation of Ideas Generated**

Presentations: 15 min presentation of UJMs, 10 min feedback for each group. 5 groups in total.

Closing Discussions: Reflecting on the 4-day experience.

2 x 10 min. breaks.

## Grading

The course grade will be based on attendance, participation in class discussions and exercises. The letter grades will be assigned according to the following scheme:

A 90–100	C+73–76	F below 60
A- 87–89	C70–72	
B+83–86	C- 67–69	
B 80–82	D+63–66	
B- 77–79	D60–62	

### **UX mini course (50)**

Attendance and participation in class discussions	(5)
Exercise 1-2-3	(15)
Exercise 4	(10)
Exercise 5-6-7	(15)
Exercise 8	(5)

### **XR mini course (50)**

Attendance and participation in class discussions	(5)
Exercise 1	(5)
Exercise 2	(5)
Exercise 3	(5)
Exercise 4	(10)
Exercise 5	(5)
Exercise 6	(15)