Program	BACHELOR OF TECHNOLOGY (B.Tech)	**Semester - 4**
Type of Course	Professional Core Course	
Prerequisite		
Rationale	-	
Effective From A.Y.	2025-26	

Teaching Scheme (Contact Hours)				Examination Scheme				
				Theory Marks		Practical Marks		Total Marks
Lecture	Tutorial	Lab	Credit	SEE TH	IAT	SEE P	CCE	
3	0	2	4	70	-	50	-	200

***SEE** - Semester End Examination, **IAT** - Internal Assessment Test, **CCE** - Continues & Comprehensive Evaluation*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction to User Experience Design:**	7	10
	Difference between UX, UI, CX, and Product Design. Importance of UX in digital products, Roles within the UX ecosystem (UX Designer, Researcher, Interaction Designer, etc.)		
2	**UX Research:**	10	20
	Purpose of research in UX, Qualitative vs. quantitative research, Primary research methods (interviews, observations, contextual inquiry), Secondary research methods (competitor analysis, literature review), Surveys and questionnaires, Persona development and user profiling, User flow and User journey		
3	**Basic understanding of UCD and Visual Design Principles:**	9	20
	User-Centred Design (UCD), Information Architecture (IA), Interaction Design (IxD), typography, colour theory, and layout, Visual hierarchy and balance, Alignment white space and Consistency, Designing for readability and accessibility, Use of imagery and iconography.		
4	**Wireframes and Usability Testing:**	8	20
	Low and high-fidelity wireframes. Prototyping- Low and high- fidelity prototypes, tools for prototyping, creating interactive prototypes, Usability Testing- Purpose and goals of usability testing, Test planning: tasks, scenarios, metrics, Conducting usability tests (moderated and unmoderated), Analysing test data, reporting usability findings, and making design recommendations.		
5	**Accessibility and Inclusive Design:**	6	20
	Importance of accessibility in UX, WCAG guidelines, Designing for disabilities: visual, auditory, cognitive, motor, Inclusive and equitable design practices, Assistive technologies and compatibility.		
6	**UX Documentation and Communication**	5	10
	Design systems and style guides, UX specification documents, Annotated wireframes, presentation, and storytelling in UX, Collaboration with product, development, and marketing teams		
	Total	45	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remembrance	Understanding	Application	Analyze	Evaluate	Create
Weightage	20	30	40	10	0	0

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Explain foundational concepts of User Experience Design, including user-centred design, and the role of UX in digital product development.
CO2	Conduct UX research using qualitative and quantitative methods to identify user needs, behaviours, motivations, and pain points.
CO3	Develop user personas, journey maps, and task flows based on research insights to guide design decisions.
CO4	Create low-fidelity and high-fidelity prototypes using industry-standard tools and evaluate design concepts through iterative refinement.
CO5	Perform usability testing and analyse test results to recommend improvements that enhance usability, accessibility, and user satisfaction.
CO6	Demonstrate proficiency in visual design fundamentals, including typography, colour theory, layout, and consistency, to create aesthetically coherent interfaces and communicate design decisions effectively through documentation, presentations, and collaboration with multidisciplinary teams.

CO PO Mapping

CO	CO - 1	CO - 2	CO - 3	CO - 4	CO - 5	CO - 6
PO - 1						
PO - 2						
PO - 3						
PO - 4						
PO - 5						
PO - 6						
PO - 7						
PO - 8						
PO - 9						
PO - 10						
PO - 11						

Reference Books

1.	**Krug, S. (2014). Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability. 3rd edn. New Delhi: PHI Learning. (TextBook)**
2.	**Soegaard, M. (2018). The Basics of User Experience Design. 2nd edn. Aarhus: Interaction Design Foundation. (TextBook)**
3.	**Norman, D.A. (2013). The Design of Everyday Things. Revised and expanded 2nd edn. New York: Basic Books. (TextBook)**
4.	**Jesse James Garrett, "A clear framework for understanding different layers of UX work", 3rd Edition.**

List of Practical	
1.	Installation and Set-up of UI/UX tools like Figma.
2.	Creating a Login Screen Design a simple login screen with fields for username and password, and a login button. Focus: Learn about text fields, buttons, and basic layout.
3.	Designing a Registration Form Create a registration form with fields for name, email, password, and a submit button. Focus: Practice form design and alignment.
4.	Building a Simple Navbar Design a navigation bar with links to Home, About, Services, and Contact. Focus: Understand navigation design and use of icons.
5.	Creating a Blog Post Layout Design a basic blog post layout with a title, image, and text content. Focus: Work on text styling, image placement, and overall layout.
6.	Building a Simple Landing Page Design a landing page with a header, main content section, and footer. Focus: Practice arranging content sections and creating a cohesive layout.
7.	Creating a Product Card Design a product card with an image, title, price, colour variations, and an Add to Cart button. Focus: Focus on product presentation and call-to-action buttons.
8.	Creating an E-commerce Cart Screen for a Mobile App Design a cart screen with fields for product image, title, price, selected quantity, and an order summary. Focus: Practice form design and layout organisation.
9.	Perform the web testing for an E-commerce System