

# DI104-15 UX with Service Design

**26/27**

**Department**

Design Studies

**Level**

Undergraduate Level 1

**Module leader**

Graham Powell

**Credit value**

15

**Module duration**

9 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

Service and UX design are rapidly expanding industries which increasingly are demanding versed designers who can contribute to impactful solutions from an interdisciplinary perspective. As such designers who can navigate complexity and embrace digital conceptualisation are more sought after than ever. Regardless, if we look towards the education sector, NHS, banking, the immigration system or local government, the demand for ethical and considered design is at an all time high. This module will introduce students to the distinct yet overlapping disciplines of Service and UX Design from a digital development angle. Students will be learning about common and emerging research and processes from the industry through live brief which will guide their learning journey from research concept to realisation. This module will challenge students to use design methods to conceptually and visually capture the social paradigm of designing and how to navigate the needs of diverse groups who might have been at mismatch in current systems. Students will be developing and proposing a UX digital or hybrid solution to a service problem.

### Module aims

To explore how designing happens within a social context, and how designs are deployed socially. We will consider different forms of social organisation and how we respond in our designing to achieve designs that fit with the needs of people, stick for a worthwhile length of time, spread to new people and applications, and grow our collective capability for further designing. We will

consider how to spot and address inequalities and biases in designing, and how to decolonise design through pluralist designing.

## Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Intro to UX and Service Design - navigating life through the micro/ meso and macro.

How to research with and for people? The social paradigm of designing.

Navigating bias - design mismatch and current UX / Service landscapes.

Problem framing - the Social Design paradigm.

UX / Service process and digital sense-making.

Proposal, Exhibition and Showcase.

## Learning outcomes

By the end of the module, students should be able to:

- Understand diverse design thinking processes related to UX and Service Design.
- Understand how to research and design for people with diverse needs.
- Understand how designing happens in social contexts.
- Understand the role of bias and inequality in design.
- Describe and critically evaluate designs from a multi-stakeholder perspective.

## Indicative reading list

[Reading lists can be found in Talis](#)

[Specific reading list for the module](#)

## Research element

Students will be undertaking research on a multi-stakeholder level and will be testing their concepts with a target audience based on campus. This module will introduce them to an ethics form in the introductory part of the learning journey.

## Interdisciplinary

This module is entirely interdisciplinary as all modules in Design Studies - direct links to UX, UI, service design, anthropology, spatial studies, design thinking, digital ethnography, and critical studies - just to name a few.

## International

This module will provide an international array of contributors and authors to encourage students to undertake holistic learning from multiple perspectives.

## Subject specific skills

Accessing, evaluating, synthesising and applying knowledge for specific design challenges.

Participating in group discussions, design activities and reflections.

Facilitating and leading group discussions, design activities and reflections.

Doing design studies (descriptive, analytical, creative).

Communicating design studies in a range of formats, synchronously and asynchronously, to a wide range of audiences.

Creating and using a personal portfolio of studies, notes and reflections.

Digital UX and UI prototyping.

Understanding of the micro/meso and macro sphere of innovation for service design.

Apply social design methods to UX and service for ethical processes.

## Transferable skills

All of the above are transferable.

In addition, advanced digital skills including collaborative whiteboards, setting up and running online collaborations, visualisation and planning tools and project management tools.

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## Study

### Study time

Type	Required
Seminars	9 sessions of 2 hours (12%)
Supervised practical classes	9 sessions of 1 hour (6%)
Private study	43 hours (29%)
Assessment	80 hours (53%)
Total	150 hours

### Private study description

Students will be working in groups asynchronously on their group brief as well as individually in their own time towards a presentation and critical research analysis, and design proposal portfolio.

### Costs

Category	Description	Funded by	Cost to student
Equipment and project costs	Materials will be supplied for workshop inductions and course-based teaching sessions. While there will be some	Student	£0.00

Category	Description	Funded by	Cost to student
	provision of basic materials, students will drive their own practice and therefore may require a broader set of materials and/or tools than can be provided. This will be very individual and will be at the student's cost.		
Printing and photocopying	Students have the option to print their work using University printers by purchasing print credit. This cost is not covered by the department. The A2 Exhibition poster will be created using the Risograph in the Design Studies Studio (note, the A2 print will be x2 A3 printed sheets).	Student	£0.00

## Assessment

You must pass all assessment components to pass the module.

### Assessment group A3

Assessment component	Weighting	Study time	Eligible for self-certification
Design Portfolio	60%	40 hours	Yes (extension)
This part of the coursework will contain students research, full process and final rendition and pitch of the UX/ Service proposal.			

#### Reassessment component

Resit - Design Portfolio			Yes (extension)
You are required to produce a portfolio of visual/textual reflections that critically and thoughtfully document your weekly research, findings, experimentations, thoughts, reflections, ideas, and prototypes across the module. Your portfolio should contain experiments as well as your final outcomes presented in your final pitch. You are encouraged to explore and research the world around you with all your senses and creatively explore appropriate visual ways of documenting your findings.			

#### Assessment component

Exhibition	20%	20 hours	No
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## Weighting

## Study time

## Eligible for self-certification

This part of the coursework students are required to produce an exhibition poster and then deliver an 8-minute presentation. Students can use any prototypes you've produced to support this.

### Reassessment component

Resit - Exhibition

Yes (extension)

You are required to submit an 8-minute recorded presentation that pitches your final digital design/delivery element in response to the module assignment brief. You can use the maximum of 9 slides to communicate your design process (this includes your references). The video should be uploaded to Tabula.

### Assessment component

Critical Research  
Analysis

20%

20 hours

Yes (extension)

This coursework will be a critical reflective piece about the learning journey. It will be templated and divided between critical review and reflective writing.

Reassessment component is the same

## Feedback on assessment

Formal and informal, class-based, live assessments and written feedback in line with rubric.

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## Availability

### Courses

This module is Core for:

- Year 1 of UIPA-W201 BAsc Design for Sustainable Innovation
- Year 1 of UDIA-H1L8 Undergraduate Design and Global Sustainable Development

This module is Optional for:

- Year 1 of UIPA-L8A1 Undergraduate Global Sustainable Development