

## Ergänzende Veranstaltung der School of Engineering

Titel: Mobile UX Design

Kürzel: EVA\_MUX

Number of credits	3 ECTS
Organizer	InIT
Performance record	Oral Presentations
Start date	Start of semester or by agreement
Art der Durchführung	14 x 3L Workshop
Unterrichtssprache	Englisch/German
Kurzbeschreibung (max. 300 Zeichen)	Good usability and user experience are even more important for mobile apps/services than for desktop applications. In this course, you will learn how to systematically develop user-centric mobile applications and services with high user value and convincing user experience.
Module content and learning objectives	<p>Learning objectives:</p> <ul style="list-style-type: none"> <li>- You will be able to systematically develop an innovative mobile service according to a user-centric process.</li> <li>- Know different methods and artifacts of user and context research</li> <li>- Know different types of service innovation</li> <li>- You will be able to develop innovative service concepts</li> <li>- You are able to develop different prototypes for mobile services</li> <li>- You know different usability test methods for mobile apps/services</li> </ul> <p>Module Content:</p> <ul style="list-style-type: none"> <li>- Customer-centered design process</li> <li>- User and context Research</li> <li>- Service innovation</li> <li>- Design &amp; prototyping of mobile apps/services</li> <li>- Mobile usability testing</li> </ul>
Preconditions	Preknowledge in Usability according to module TSM-UseInf
Literature	
Specific regulations	

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Contact and information	Prof. Dr. H.-P. Hutter, <a href="mailto:hans-peter.hutter@zhaw.ch">hans-peter.hutter@zhaw.ch</a>
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