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| Module title | | Abbreviation |
| Specialisation User Experience | | o6-MCS-VUEx-152-mo1 |
| Module coordinator | | Module offered by |
| holder of the Chair of Psychological Ergonomics | | Institute of Human Computer Media |
| ECTS | Method of grading | Only after succ. compl. of module(s) |
| 5 | numerical grade | -- |
| Duration | Module level | Other prerequisites |
| 1 semester | undergraduate | -- |
| Contents | | |
| <p>This module provides in-depth content, methods and applications of user experience research, i.e. the design of human-computer systems with regard to a good user experience. Examples of application come from the public and private spheres and include, for example, customer satisfaction, persuasive interfaces, aesthetic design and service design.</p> | | |
| Intended learning outcomes | | |
| <p>After participating in this module, students will be able to name the principles of selected user experience methods and domains and will be able to design user interfaces themselves as well as conduct studies to investigate corresponding questions from the field of human-system interaction. Furthermore, they will be able to explain the advantages and disadvantages of different user experience methods, analyze and evaluate empirical studies as well as design solutions.</p> | | |
| Courses (type, number of weekly contact hours, language — if other than German) | | |
| S (2) | | |
| Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus) | | |
| <p>Unless otherwise specified, the following methods can be chosen from for assessment in the specialisations Human-Computer Systems: a) written examination (approx. 90 minutes), b) presentation (approx. 20 minutes) and handout (approx. 5 pages), c) presentation of project results (approx. 30 minutes), d) presentation (approx. 45 minutes), e) oral examination of one candidate each (approx. 30 minutes) or f) term paper (approx. 10 pages). Language of assessment: German and/or English creditable for bonus</p> | | |
| Allocation of places | | |
| -- | | |
| Additional information | | |
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| Workload | | |
| 150 h | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | |
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| Module appears in | | |
| <p>Bachelor' degree (1 major) Human-Computer Systems (2015) Master's degree (1 major) Media Communication (2015) Bachelor' degree (1 major) Human-Computer Systems (2016) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Bachelor' degree (1 major) Human-Computer Systems (2018) Master's degree (1 major) Media Communication (2019) Bachelor' degree (1 major) Human-Computer Systems (2022) Master's degree (1 major) Media Entertainment (2022)</p> | | |



Master's degree (1 major) Psychology of digital media (2022)