COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
User's Interface	

Academic staff	Core academic unit(s)
Coordinating: Assist. prof. Dr. Justina Valentukevičė **Other:**	Faculty of Economic and Business Administration, Economic Informatics research department

Study cycle	Type of the course unit
Second grade	Mandatory

Mode of delivery	Semester or period when it is delivered	Language of instruction
On campus	Spring semester	English

Requisites	
Prerequisites: Familiarity with the information systems implementation lifecycle, including key phases and activities.	**Co-requisites (if relevant):**

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	32	98

Purpose of the course unit

The purpose of this course is to provide students with a comprehensive understanding of user experience (UX) design, human–computer interaction, and their strategic role in modern information systems. The course aims to equip students with the knowledge and practical skills needed to research user needs, design intuitive and accessible digital interactions, build effective prototypes, and evaluate user experience using qualitative and quantitative methods.

Through the study process, students will gain the conceptual and practical foundation to design user-centered digital solutions that support organizational goals, drive adoption, and improve the overall performance of information systems.

Gained knowledge will allow students to:

1. Understand the principles of user experience in the context of digital products and services.
2. Apply user-centered research, design thinking, and usability evaluation methods to analyze and improve digital experiences.
3. Design effective user journeys, information architectures, and interactive interfaces across web, mobile, and omnichannel environments.
4. Create and iterate prototypes using modern design tools, and apply data-driven insights to refine solutions.
5. Evaluate UX maturity within organizations, connect UX investments to business strategy, and contribute to the successful development of digital transformation initiatives.

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Explain the principles of user experience and recognize the strategic value of UX in digital transformation.	Lectures: presentation of theoretical concepts, research insights, case studies, examples of good and poor UX in practice, group discussions.	• Course project preparation and presentation (iterative
Apply cognitive psychology, perception, emotional design, and accessibility		

(WCAG) principles to evaluate and improve digital interfaces.		work throughout the course) • Exam
Understand the UX design process, select appropriate research methods, and apply a design thinking mindset to problem-solving.		
Apply core principles for designing effective web and mobile interfaces, understand how AI reshapes interaction design, and create seamless cross-channel experiences.		
Understand the principles of information architecture, recognize UX patterns, know the purpose of design systems and understand the principles of prototyping.		
Understand evaluation methods, usability testing, qualitative and quantitative UX data, and the importance of data-informed design decisions.		
Connect UX to business strategy, understand UX maturity, and how to navigate organizational dynamics and change.		
Identify emerging trends shaping the future of UX and their implications.		
Critically evaluate digital products using heuristic analysis and identify key usability issues.	Seminars: group workshops, hands-on exercises, role-based activities, collaborative research work on the course project.	
Analyze user needs, behaviors, and pain points through qualitative research methods such as journey mapping.		
Design improved digital and omnichannel experiences based on user insights and identified opportunities.		
Create low-, mid-, and high-fidelity prototypes using modern design tools (e.g., Figma) and apply appropriate UX patterns.		
Plan and conduct usability tests, gather feedback, and prioritize design improvements.		

Content	**Contact hours**							**Individual work: time and assignments**	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	**Contact hours, total**	**Individual work**	**Tasks for individual work**
Introduction to UX	2		2				**4**	**8**	Studying course materials, completing readings and videos, and preparing project deliverables.
The human mind, emotions and accessible design	2		2				**4**	**6**	Studying course materials, completing readings and videos, and preparing project deliverables.

UX design cycle, research methods and design thinking	2		2				**4**	**10**	Studying course materials, completing readings and videos, and preparing project deliverables.
UX design principles, interface types and omnichannel experience	2		2				**4**	**10**	Studying course materials, completing readings and videos, and preparing project deliverables.
Information architecture, UX patterns and prototyping	2		2				**4**	**28**	Studying course materials, completing readings and videos, and preparing project deliverables.
UX evaluation & data-driven design	2		2				**4**	**14**	Studying course materials, completing readings and videos, and preparing project deliverables.
UX strategy, maturity and organizational impact	2		2				**4**	**14**	Studying course materials, completing readings and videos, and preparing project deliverables.
The future of UX	2		2				**4**	**8**	Studying course materials, completing readings and videos, and preparing project deliverables.
Total	**16**		**16**				**32**	**98**	

Assessment strategy	Weight %	Deadline	Assessment criteria
Course project work	60%	Iterative, final presentation in the last lecture	Group project where students choose a digital product or service and evaluate, redesign, and present an improved digital experience. Assessment criteria include: • Quality and depth of UX research • Clarity and logic of problem definition and opportunity identification. • Quality of proposed design • Application of UX principles, patterns, accessibility, and psychological insights. • Usability testing quality • Strength of UX strategy and business justification. • Clarity, structure, and professionalism of final presentation. • Collaboration, consistency, and refinement across iterations.
Exam	30%	At the end of the course	Exam consisting of use-case analysis and open-ended questions. Assessment criteria include: • Ability to apply UX theory to a practical scenario. • Understanding of UX methods, evaluation techniques, and design principles. • Ability to explain and justify design decisions.
Active participation	10%	Throughout the course	Consistent attendance and meaningful participation in lectures, discussions, and seminar workshops.

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Sharp, H., Preece, J., Rogers, Y.	2023	Interaction Design: Beyond Human Computer Interaction (6th ed.).	-	Wiley Publishing
Rosenzweig, E.	2025	Successful User Experience: Strategies and Roadmaps	-	Chantilly: Elsevier Science & Technology
Johnson, J.	2021	Designing with the Mind in Mind	-	Cambridge, Massachusetts: Morgan Kaufmann Publishers
Nielsen Norman Group	-	NN/g Articles & Videos	-	https://www.nngroup.com
Recommended reading				
Grant, W.	2022	101 UX principles : actionable solutions for product design success	-	Birmingham, England
Benyon, D.	2019	Designing user experience: a guide to HCI, UX and interaction design	-	Harlow: Pearson Education Limited,
Norman, D.	2013	The Design of Everyday Things	-	New-York, NY: Basic Books
Cagan, M.	2023	Inspired: How to Create Tech Products Customers Love	-	Wiley
Gothelf, J.	2021	Lean UX : designing great products with Agile teams	-	Beijing: O'Reilly