UXD minor

Looking back, where we stand now &

Invitation to be part of the UXD minor 2024

Nymphaea Notschaele 8 juli 2023

Input from UX professionals @ UX camp 2018

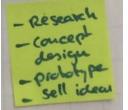




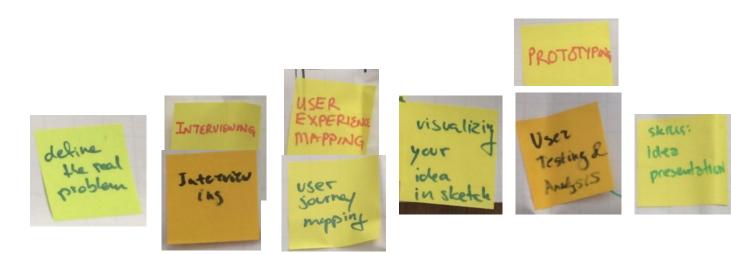
skills:

(202Lity

2deptebility



Learning by doing





The setup of our UXD course 1,2,4

- 1 week to learn a set of design methods
 - 1 (or two) simple/clearly scoped assignment (often with Inholland as client)
 - Duo's
 - 1 or 2 instruction sessions a day
- 2 weeks to apply these design methods with some coaching
 - Each group (3-5 students) their own project
 - Bit more complex challenge/context
 - Limited instruction on methods, guest lectures
- 4 weeks to apply the design methods to a complex challenge
 - Each group (3-5 students) their own project
 - More complex challenge/context
 - Guest lectures and Instruction on demand

Experience Students & clients

- Many clients miss a good understanding of UX design
 - Heard about usability and visual designs
 - Less aware of how we come to a suitable solution
 - UX research (understanding the end user and context)
 - design thinking (prototyping and testing)
- The UXD minor is teaching both clients and students
 - helps them see the added value of UX research and design thinking
 - Demonstrates how quickly you can design tangible and tested improvements

Preconditions for success

in a pressure cooker project

- Commitment of client
 - Kick-off, Intermediate and final presentation
 - Available for feedback, questions
 - One contact person with decision power
- Clear UX challenges
 - SMART goals (instead of improve the UX)
 - Clear business model and objectives
- Contact with end users
 - Prearranged meetings in the right day and week.
 - Representative users



Students

+ positive

- Real clients, with real challenges
- Feedback form teachers
- Having a dedicated workspace
- Relevant skills

- Struggle with

- 9-5 schedule, mandatory attendance
- Detailed self assessment

Promo video

interview with students 2022



UXD minor 2024

- We are open for new **projects**
- Like to invite **guest speakers**
 - Come talk to us if you want to be part of the next UXD minor

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Numbers

Edition	year	nr students		nr projects	conditions	notes	In general, I am Satisfied with this minor. (1-5)
1	18/19	12		Ca. 8	7 weeks in class	pilot	3,7
2	19/20	27		17	5 weeks in class + 2 online	online final presentations	3,4
3	20/21	27		10	online	online presentations	3
4	21/22	29	2	10	in class partly with mouth mask	UX market on Friday	4
5	22/23	12	1	9	7 weeks in class	UX market on Thursday	3,7



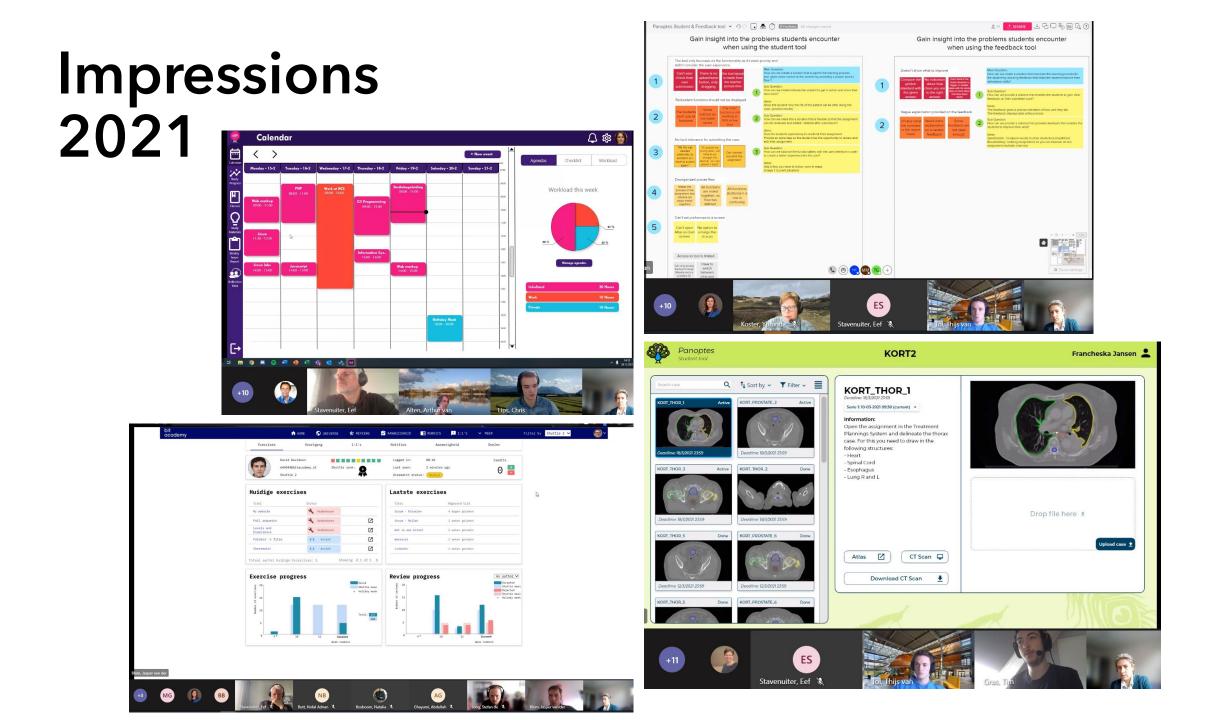
Impressions 2022







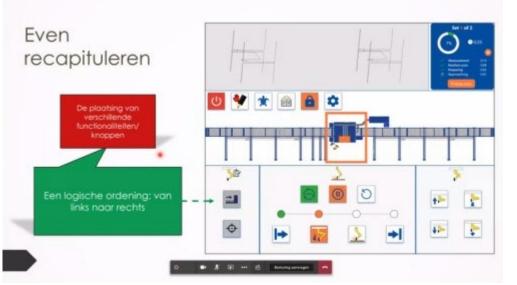




Impressions 2020









Impressions 2019



nholland hogeschool