

Washtenaw Community College Comprehensive Report

WEB 213 Web User Experience II Effective Term: Spring/Summer 2021

Course Cover

Division: Business and Computer Technologies

Department: Digital Media Arts (new)

Discipline: Web Design and Development

Course Number: 213

Org Number: 14500

Full Course Title: Web User Experience II

Transcript Title: Web User Experience II

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Outcomes/Assessment

Rationale: Based on an assessment of the course in December 2020 the assessment method / scoring is being adjusted.

Proposed Start Semester: Fall 2021

Course Description: In this course, students will gain experience with methods for evaluating and improving Web site usability and accessibility. Students will use assistive technology to better understand how users with disabilities experience Web sites. Students will also explore the usability and accessibility of everyday devices.

Course Credit Hours

Variable hours: No

Credits: 4

Lecture Hours: Instructor: 60 **Student:** 60

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 60 **Student:** 60

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

Prerequisite

WEB 113 minimum grade "C"

General Education

General Education Area 7 - Computer and Information Literacy

Assoc in Arts - Comp Lit

Assoc in Applied Sci - Comp Lit

Assoc in Science - Comp Lit

Request Course Transfer

Proposed For:

Student Learning Outcomes

1. Plan and conduct usability testing to determine accessibility, performance and functionality in industry standard deliverables.

Assessment 1

Assessment Tool: Deliverables (reports)

Assessment Date: Fall 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 80% or more of students will score 70% or better on the rubric or relevant portion of the rubric

Who will score and analyze the data: WEB full-time faculty will score and analyze the data

2. Perform task analysis for a transactional website, reconstructing the tasks and storyboarding the revised process.

Assessment 1

Assessment Tool: Deliverables (reports)

Assessment Date: Fall 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 80% or more of students will score 70% or better on the rubric or relevant portion of the rubric

Who will score and analyze the data: WEB full-time faculty will score and analyze the data

3. Develop a website style guide, addressing a comprehensive set of interface design, content design, and interaction design guidelines.

Assessment 1

Assessment Tool: Deliverable (style guide)

Assessment Date: Fall 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 80% or more of students will score 70% or better on the rubric or relevant portion of the rubric

Who will score and analyze the data: WEB full-time faculty will score and analyze the data

Course Objectives

1. Design and conduct a usability test.
2. Write a report of the usability test findings, with prioritized recommendations that address the problems identified.
3. Incorporate wireframes and revised site architectures with the usability test findings, as appropriate.
4. Evaluate a website using a set of user experience heuristics (guidelines).

5. Write a report of the heuristic review findings, with prioritized recommendations that address the problems identified.
6. Incorporate wireframes and revised site architectures with the heuristic review findings, as appropriate.
7. Deconstruct website tasks into component pieces.
8. Redesign the website task flows, reflecting the new flows using outlines/diagrams as well as in wireframes.
9. Create a website style guide, with rules created to address specific issues found during website analysis. Rules will consider interface design, content design, and interaction design.
10. Evaluate a website using accessibility heuristics (guidelines) as well as adaptive technology (e.g., screen readers).
11. Write a report of the accessibility heuristic review findings, with prioritized recommendations that address the problems identified.
12. Incorporate wireframes and revised site architectures with the accessibility heuristic review findings, as appropriate.

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Jason Withrow</i>	<i>Faculty Preparer</i>	<i>Dec 11, 2020</i>
Department Chair/Area Director: <i>Jason Withrow</i>	<i>Recommend Approval</i>	<i>Dec 11, 2020</i>
Dean: <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Dec 15, 2020</i>
Curriculum Committee Chair: <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Jan 29, 2021</i>
Assessment Committee Chair: <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Feb 01, 2021</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Feb 04, 2021</i>