

# Schedule

Start	Stop	Topic	Activity	#	Time	Who	Activity
14:00	Tues	07 November	Week 1				Discovering Users
14:00	14:30	Course overview	Lecture		0:30	All	Introduce course, design brief
14:30	14:40	Course setup	Exercise		0:10	Team	Form teams & web pages
14:40	15:10	Collecting user data	Lecture		0:30	All	
15:10	15:20	About observation	Lecture		0:10	All	Field observation, tasks, introspection
15:20	15:30	Introspection	Exercise	1	0:10	Solo	Observe own activity
15:30	15:45	— Break —			0:15		1:30
15:45	16:15	About Interviewing	Lecture		0:30	All	Story, Tutorial, Marketing Interviews
16:15	16:35	Peer interview	Exercise	2	0:20	Pair	Interview each other
16:35	16:45	Review peer interviews	Lecture		0:10	All	Review peer interviews
16:45	16:55	Story interview	Exercise	3	0:10	Solo	Story interview questions
16:55	17:00	Assignment	Homework		0:05	Solo	Homework: Story interviews 3:00
9:30	Wed	08 November	Week 1				Discovering Users
9:30	9:50	Review homework	Lecture		0:20	All	Story interview #1
9:50	10:10	Design brief	Lecture		0:20	All	Design brief discussion
9:50	10:00	Representing user data	Lecture		0:10	All	How to represent user data
10:00	10:10	About characterizing user:	Lecture		0:10	All	User profile, personas
10:10	10:15	Persona	Exercise	4	0:05	Solo	Create a persona
10:15	10:20	Extreme character	Exercise	5	0:05	Solo	Create an extreme character
10:20	10:30	Review solo exercises	Lecture		0:10	All	Review
10:30	10:45	User profile	Exercise	6	0:15	Team	Specify target audience
10:45	11:00	— Break —			0:15		1:35
11:00	11:15	About capturing stories	Lecture		0:15	All	Scenarios, Story Portraits
11:15	11:30	Object table	Exercise	7	0:15	Team	Identify users' objects of interest
11:30	12:00	Current scenario	Exercise	8	0:30	Team	Combine personas, events, objects
12:00	12:10	Assignment	Homework		0:10	All	Complete current scenario 3:00
9:30	Wed	08 November	Week 1				Discovering Users