Schedule

Start	Stop	Topic	Activity	#	Time	Who	Activity	
13:30	Tues	05 November	Week 1				Discovering Users	
13:30	14:00	Course overview	Lecture		0:30	All	Introduce course, design brief	
14:00	14:10	Course setup	Exercise		0:10	Team	Form teams & web pages	
14:10	14:40	Collecting user data	Lecture		0:30	All		
14:40	14:50	About observation	Lecture		0:10	All	Field observation, tasks, introspection	
14:50	15:00	Introspection	Exercise	1	0:10	Solo	Observe own activity	
15:00	15:15	— Break —			0:15			1:30
15:15	15:45	About Interviews	Lecture		0:30	All	Story, Tutorial, Marketing Interviews	
15:45	16:05	Peer interview	Exercise	2	0:20	Pair	Interview each other	
16:05	16:15	Review peer interviews	Lecture		0:10	All	Review peer interviews	
16:15	16:25	Story interview	Exercise	3	0:10	Solo	Story interview questions	
16:25	16:30	Assignment	Homework		0:05	Solo	Homework: Practice story interview	3:00
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Start	Stop	Topic	Activity	#	Time	Who	Activity	
13:30	Thur	07 November	Week 1				Discovering Users	
13:30	13:50	Review homework	Lecture		0:20	All	Story interview #1	
13:50	14:10	Design brief	Lecture		0:20	All	Design brief discussion	
14:10	14:20	Representing user data	Lecture		0:10	All	How to represent user data	
14:20	14:30	About characterizing users	Lecture		0:10	All	Personas, user profile	
14:30	14:35	Persona	Exercise	4	0:05	Solo	Create a persona	
14:35	14:40	Extreme character	Exercise	5	0:05	Solo	Create an extreme character	
14:40	14:50	Review solo exercises	Lecture		0:10	All	Review	
14:50	15:05	User profile	Exercise	6	0:15	Team	Specify target audience	
15:05	15:20	— Break —			0:15			1:35
15:20	15:35	About capturing stories	Lecture		0:15	All	Scenarios, Story Portraits	
15:35	15:50	Object table	Exercise	7	0:15	Team	Identify users' objects of interest	
15:50	16:20	Current scenario	Exercise	8	0:30	Team	Combine personas, events, objects	
16:20	16:30	Assignment	Homework		0:10	All	Complete current scenario	3:00
16:30	Thur	07 November	Week 1				Discovering Users	