

	Start	Stop	Topic	Activity	#	Time	Who	Activity		
Week One	13:30	Tues	04 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	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 Interviewing	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	
	13:30	Tues	04 November	Week 1		Discovering Users				
		Start	Stop	Topic	Activity	#	Time	Who	Activity	
Week One	13:00	Thur	06 November	Week 1		Discovering Users				
	13:30	13:50	Review homework	Lecture		0:20	All	Story interview #1		
	13:50	14:10	Representing user data	Lecture		0:20	All	How to represent user data		
	14:10	14:20	About characterizing users	Lecture		0:10	All	User profile, personas		
	14:20	14:25	Persona	Exercise	4	0:05	Solo	Create a persona		
	14:25	14:30	Extreme character	Exercise	5	0:05	Solo	Create an extreme character		
	14:30	14:40	Review solo exercises	Lecture		0:10	All	Review		
	14:40	14:55	User profile	Exercise	6	0:15	Team	Specify target audience	1:05	
	14:55	15:10	— Break —			0:15				
	15:10	15:25	About capturing stories	Lecture		0:15	All	Scenarios, Story Portraits		
	15:25	15:40	Object table	Exercise	7	0:15	Team	Identify users' objects of interest		
	15:40	16:20	Current scenario	Exercise	8	0:40	Team	Combine personas, events, objects		
	16:20	16:30	Assignment	Homework		0:10	All	Complete current scenario	3:00	
	13:30	Thur	06 November	Week 1		Discovering Users				