Course Specification
(Bachelor)

Course Title:	User Experience
Course Code:	IS 1474
Program:	Bachelor of Information Systems
Department:	Information systems
College:	College of Computer and Information Sciences
Institution:	Imam Mohammad Ibn Saud Islamic University
Version:	2
Last Revision Date:	21st July 2025

Approved: 24/08/2025

Table of Contents

A. General information about the course:

1. Course Identification

1. Credit hours: 3 credit hours (lectures:3)					
2. Course type					
A.	☐University	☐College	☒ Department	☐Track	☐Others
B.	☐ Required		☒ Elective		
3. Level/year at which this course is offered: 4th Year					
4. Course general Description:					
The most typical user experience design and testing techniques used in the industry will be the basis for the foundational work and projects given to students in this course. Students will be exposed to the techniques used in developing and creating a user interface that is both usable and offers a coherent, subjectively pleasant experience, both of which serve to energize the user and aid in information understanding. Knowing what users want can help you choose the right information hierarchy for your data visual. The course also explores modern AI-driven UX design, including personalization systems, conversational interfaces, and the integration of machine learning technologies in creating adaptive user experiences. Additionally, the course explores modern AI and machine learning applications in software testing, including AI-powered test automation, intelligent defect prediction, and quality assessment techniques for AI-driven systems.					
5. Pre-requirements for this course (if any):					
IS1220 Introduction to Databases					
6. Co-requisites for this course (if any):					
No Co-requisites					
7. Course Main Objective(s):					
In order to create user experiences that are simultaneously intuitive, informative, and satisfying, students are challenged in this course to combine logical thinking with design intuition and validate these design choices with data. The goal is to create a humanized interface to the rigid computing system that obscures complexity, distills information for consumption, and affords the viewer a better understanding of conveyed information. In order to achieve this, students will learn the principles of research design and validation, as well as methods for acquiring and analyzing qualitative data.					

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	3 hours/week	100%
2.	E-learning		
3.	Hybrid • Traditional classroom • E-learning		
4.	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	**Lectures**	45
2.	**Laboratory/Studio**	
3.	**Field**	
4.	**Tutorial**	
5.	**Others (specify)**	
Total		45

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with PLOs (Performance Level)	Teaching Strategies	Assessment Methods
1.0	**Knowledge and understanding**			
1.1	Understand the concepts of user experience, and how its applied to design, and testing practices in field of interaction design for digital interfaces.	K1(P)	Class lectures	Quiz, Midterm, Final
1.2	Demonstrate knowledge of ethical considerations, privacy concerns, and security implications in UX design, including	K2(I)	Class lectures	Midterm, Assignment, Project

Code	Course Learning Outcomes	Code of CLOs aligned with PLOs (Performance Level)	Teaching Strategies	Assessment Methods
	responsible AI implementation and user data protection.			
1.3	Understand the processes related to user experience and usability.	K3(I)	Class lectures	Quiz, Midterm, Project, Final
2.0	**Skills**			
2.1	Apply behavioral economics principles to user-centered design.	S4(P)	Class lectures	Midterm, Assignment, Project, Final
2.2	Conduct ethnographic research to produce user profiles.	S4(P)	Class lectures	Project, Assignment, Final
2.3	Create a functional, interactive prototype.	S2(P)	Class lectures	Project, Assignment, Final
3.0	**Values, autonomy, and responsibility**			
3.1	Function effectively on teams to accomplish a common goal.	V1(I)	Class lectures	Project
3.2	Communicate effectively in oral and written form	V3(I)	Class lectures	Project

C. Course Content

No	List of Topics	Contact Hours
1.	**Introduction to the User Experience (UX)**	**6**
2.	**Designing for Human Emotions and Cognition**	**6**
3.	**Designing for Human's Cognitive and Memory Capacity**	**4**
4.	**Designing for Users' Needs**	**4**
5.	**Designing for Errors' Possibilities**	**4**
6.	**Design Thinking**	**4**
7.	**UX in Practice**	**5**
8.	**AI and Machine Learning in UX Design**	**5**
9.	**Conversational UX and Voice Interface Design**	**4**
10.	**Project Discussion**	**3**

Total	45

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Quiz	4,11	10%
2.	Midterm Exam	8	20%
3.	Assignment	7	10%
4.	Group Project	15	20%
5.	Final Exam	16	40%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics (Interactive Technologies) 2nd Edition By: William Albert; Thomas Tullis Publisher: Morgan Kaufmann Pub. Date: May 23, 2013 Print ISBN-13: 978-0-12-415781-1 Web ISBN-13: 978-0-12-415792-7 Pages in Print Edition: 320
Supportive References	N/A
Electronic Materials	N/A
Other Learning Materials	N/A

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	**1. At least 30 seats** **2. A projector connected to a PC preferably with Internet connection** **3. Sliding board**
Technology equipment (projector, smart board, software)	**N/A**
Other equipment (depending on the nature of the specialty)	**N/A**

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect using course evaluation survey
Effectiveness of Students assessment	Faculty members	Direct method using TOS file
Quality of learning resources	Students and Faculty	Indirect using course evaluation survey and faculty survey
The extent to which CLOs have been achieved	Faculty members	Direct method using TOS file
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	IS CURRICULUM APPROVAL & DEVELOPMENT COMMITTEE IS QAC / / IS COUNCIL
REFERENCE NO.	
DATE	