



Course Specification

(Bachelor)

Course Title: **Selected Topics in User Experience**

Course Code: **IS1478**

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**

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Table of Contents

A. General information about the course:.....	3
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods.....	4
C. Course Content	5
D. Students Assessment Activities	5
E. Learning Resources and Facilities.....	6
F. Assessment of Course Quality	6
G. Specification Approval	7





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: seventh semester/Fourth Year

4. Course general Description:

This course explores advanced and emerging User Experience (UX) topics, focusing on cutting-edge research, methodologies, and industry practices. The course covers user-centered design (UCD), usability testing, accessibility, behavioral psychology in UX, AI-driven UX design, and emerging HCI and interaction design trends. Through case studies, hands-on projects, and real-world applications, students will gain deep insights into modern UX challenges and techniques for creating intuitive, engaging, and effective digital experiences.

5. Pre-requirements for this course (if any):

IS1241 Principles of Project Management

6. Co-requisites for this course (if any):

No Co-requisites

7. Course Main Objective(s):

- Provide students with an in-depth understanding of key advanced topics in user experience design and research.
- Examine cutting-edge UX trends, including AI-driven design, voice interfaces, and immersive experiences (AR/VR).
- Analyze the role of cognitive psychology, behavioral economics, and human factors in UX design.
- Develop students' ability to apply UX research methodologies and validate design decisions through usability testing.
- Foster practical skills through real-world UX projects, focusing on improving user satisfaction and accessibility.

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	Identify key trends and emerging technologies in UX design	K1(P)	Lectures, Case Studies	Quiz, Assignments
1.2	Explain how behavioral psychology and cognitive science influence UX decisions	K1(P)	Lectures, Discussions	Midterm, Final Exam
1.3	Understand usability testing methodologies and how to apply them effectively	K3(P)	Lectures, Case Studies	Assignments, Quizzes
2.0	Skills			
2.1	Apply UX research techniques, including ethnographic research,	S4(P)	Lectures, Case Studies	Project





Code	Course Learning Outcomes	Code of CLOs aligned with PLOs (Performance Level)	Teaching Strategies	Assessment Methods
	A/B testing, and eye-tracking studies			
2.2	Design user-friendly, accessible, and inclusive digital experiences	S2(P)	Lectures, Case Studies	Assignments, Project
3.0	Values, autonomy, and responsibility			
3.1	Demonstrate an understanding of ethical considerations in UX research and design	V2(P)	Class Lectures, Discussions	Project
3.2	Collaborate effectively to analyze and solve UX problems	V1(P)	Class Lectures, Case Studies	Project

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to Advanced UX Concepts and Trends	5
2.	Cognitive Psychology and Behavioral Science in UX	5
3.	User Research: Ethnographic Studies, A/B Testing, Eye-Tracking	5
4.	Inclusive Design & Accessibility Standards (WCAG)	5
5.	AI and Machine Learning in UX	5
6.	UX in Emerging Technologies: AR/VR, Voice Interfaces, IoT	5
7.	Usability Testing: Methods and Tools	5
8.	Ethical and Legal Considerations in UX Research	5
9.	Future of UX: Case Studies and Industry Applications	5
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%





No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
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	“The Design of Everyday Things” by Don Norman (Revised Edition, 2013)
Supportive References	“Laws of UX: Using Psychology to Design Better Products & Services” by Jon Yablonski (2020) Reports from NNGroup, Google UX Playbook, and IBM Design Thinking.
Electronic Materials	Blackboard
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)	
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





Assessment Areas/Issues	Assessor	Assessment Methods
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	

