



**Faculty of Information
School of Graduate Studies
University of Toronto – St. George
Semester: Winter 2020
INF2304H – UX for GLAM**

COURSE DIRECTOR: Dr. Olivier St-Cyr, PhD, LEL

Office: **BL 614**

E-mail: olivier.st.cyr@utoronto.ca

Office hours: **Tuesday 4:00pm – 6:00pm; Wednesday 12:00pm – 1:00pm**

<https://profstcyr.youcanbook.me>

TEACHING ASSISTANT: Gonen Steinberg (gonen.steinberg@mail.utoronto.ca)

CLASS TIME: **Wednesday 1:00pm – 4:00pm** Location: **BL 116**

COURSE DESCRIPTION:

This course examines the applications of user experience design (UXD) to the disciplines of Galleries, Libraries, Archives, and Museums (GLAM). The course introduces the UXD toolbox, a series of user experience (UX) methods and tools that are applicable in GLAM workplaces. This may include UX research methods, UX evaluation methods, design thinking approaches, UX strategy techniques, user journey/experience maps, and service blueprints. The course will emphasize studio-based learning and discussions of strategies for understanding and responding to the needs of GLAM users. Each student will examine and demonstrate the applications of UXD in one GLAM discipline of their choice. Throughout the course, students will also work on a major group design project in one of the GLAM disciplines. An emphasis will be placed on community-engaged-learning (C-E-L) projects, in which students will partner with GLAM organizations across the greater Toronto area to complete their course project.

PREREQUISITES:

None.

LEARNING OBJECTIVES:

INF2304H has seven (7) key learning objectives:

- Examine the applications of UX design and design thinking in the GLAM disciplines
- Formulate a UX strategy to advocate user-centered approaches in a GLAM project
- Conduct user research to identify touchpoints and pain points in a GLAM workplace
- Create journey a map to represent the journey of a GLAM user
- Develop all phases of the design thinking approach in response to the needs of a UX GLAM project
- Describe the design thinking process to identify and creatively solve challenges in GLAM workplaces
- Articulate the importance of UX to GLAM professionals

RELATIONSHIP TO MASTER OF INFORMATION (MI) PROGRAM-LEVEL STUDENT LEARNING OUTCOMES:

Master of Information Program-Level Student Learning Outcomes can be found [here](#).

This course helps students master fundamental UX skills applicable to the disciplines of GLAM. **(Outcome 1)**. Acquiring a UX Toolbox and applying it to a UX GLAM project will equip students to understand how UX and GLAM are related to people, information, and technology, and to exercise ethically responsible design in their careers **(Outcomes 2 and 4)**. Through learning of theory and practice of the applications of UX to GLAM, students will be equipped to understand the relevance of new information experiences in GLAM disciplines and continue building their knowledge through research and continuous learning **(Outcomes 5 and 6)**.

CLASS FORMAT:

This course will consist of mini lectures, in-class discussions, studio activities, and project-based exercises. Students are expected to get familiar with all the preparatory materials, attend classes, and actively participate in the discussions and studios. For each class, a series of topics are provided to guide students through the readings and activities, and to frame the lectures and studios.

Teaching and learning are shared responsibilities, influenced by individual knowledge and experience, and achieved through expanding our awareness of the different issues and approaches involved in UX for GLAM. Commitment, preparation, and active participation are important ingredients to realize this goal. Your preparation and participation are important to your learning and the learning of your colleagues.

All the course materials will be available on the University of Toronto learning management system (Quercus) together with assignments and announcements.

REFERENCE TEXTBOOK:

Sharp, H., Preece, J., & Rogers, Y. (2019). [Interaction Design: Beyond Human-Computer Interaction](#) (5th Ed.). Wiley. ISBN: 978-1-119-54725-9. (Referred to as SPR)

Available online at: <https://search.library.utoronto.ca/details?12344178>

EVALUATIONS:

Evaluations	Weight
Literature Review – Individual	35%
UX for GLAM C-E-L Project – Group	50%
Studios (3) – Group	15%

This course requirements and weights are final and will not be modified throughout the term. The penalty for late assignments is set to **5% per day**, to a maximum of one week; submissions will not be accepted after one week. Exceptions will be made only when supported by appropriate documentation.

Course work	Short description
Individual Literature Review (35%)	Each student will write a literature review paper on a topic outlining some applications of UX in a GLAM discipline of their choice. This assignment will be due at the end of reading week. These literature reviews will form the basis for discussions in weeks eight to ten.
UX for GLAM C-E-L Project (50%)	The main deliverable in INF2304 is a C-E-L group project. Throughout the semester, groups of students will work on a major design project in one GLAM discipline. Students will partner with a GLAM organization across the Greater Toronto Area (GTA) to complete their project. The project will give an opportunity for students to apply their UX knowledge and skills to a GLAM design problem, as well as learn how to manage communication with stakeholders. The project will have three milestone deliverables (see page eight for details and percentage breakdowns).
Studios (15%)	There will be three studios throughout the semester. These studios will be done in groups of three students. Each studio will have a deliverable worth 5%.

COMMUNICATION POLICY:

If you have a question, there is a high chance that other students in the course have the same question or, at least, will benefit from the answer. Please post all the questions to the INF2304 Quercus Discussion Board so everyone in the course can benefit from your questions and our answers. Students are encouraged to post answers to the questions of other students where appropriate.

Emails to the instructor and TAs must have a subject that starts with "INF2304" and include some more details, e.g., "INF2304: book appointment February 7th", **and must be submitted from your mail.utoronto.ca student account.**

GRADING:

Please consult the Faculty of Information's Grade Interpretation Guidelines (<https://www.ischool.utoronto.ca/wp-content/uploads/2016/11/grade-interpretation.pdf>) and the University Assessment and Grading Practices Policy (<http://www.governingcouncil.utoronto.ca/Assets/Governing+Council+Digital+Assets/Policies/PDF/grading.pdf>). These documents will form the basis for grading in the course.

WRITING SUPPORT:

As stated in the Faculty of Information's Grade Interpretation Guidelines, "work that is not well written and grammatically correct will not generally be considered eligible for a grade in the A range, regardless of its quality in other respects". With this in mind, please make use of the writing support provided to graduate students by the SGS Graduate Centre for Academic Communication (<https://www.sgs.utoronto.ca/resources-supports/gcac/>). The services are designed to target the needs of both native and non-native speakers and all programs are free. Please consult the current workshop schedule (<https://www.sgs.utoronto.ca/resources-supports/gcac/workshops/>) for more information.

ACADEMIC INTEGRITY:

Please consult the University's site on Academic Integrity (<http://academicintegrity.utoronto.ca>). The Faculty of Information has a zero-tolerance policy on plagiarism as defined in section B.I.1.(d) of the University's Code of Behaviour on Academic Matters (<http://www.governingcouncil.utoronto.ca/Assets/Governing+Council+Digital+Assets/Policies/PDF/ppjun011995.pdf>). You should acquaint yourself with the Code. Please review the material in Cite it Right and if you require further clarification, consult the site How Not to Plagiarize (<http://advice.writing.utoronto.ca/using-sources/how-not-to-plagiarize/>).

Cite it Right covers relevant parts of the UofT [Code of Behaviour on Academic Matters \(1995\)](#). All Faculty of Information students are required to take the Cite it Right workshop and the online quiz. Completion of the online Cite it Right quiz should be made prior to the second week of classes as the workshop is now interactive. To review and complete the workshop, visit the Orientation Workshop portion of the Inforum site:

<https://inforum.library.utoronto.ca/workshops/orientation>

ACCOMMODATIONS:

Students with diverse learning styles and needs are welcome in this course. If you have a disability or a health consideration that may require accommodations, please feel free to approach Student Services and/or the Accessibility Services Office (<http://www.studentlife.utoronto.ca/as>) as soon as possible. The Accessibility Services staff are available by appointment to assess needs, provide referrals and arrange appropriate accommodations. The sooner you let them know your needs, the quicker they can assist you in achieving your learning goals in this course.

RE-GRADING POLICY:

A student (group) who believes that their term work has been unfairly graded may submit a re-evaluation request. Students have up to one month from the date of return of an item (or from the date the mark was made available) to inquire about the mark and submit a request. For example, should the work be returned, or the mark be made available on March 2nd, the student has until April 2nd to inquire *in writing* and start the re-evaluation process. Instructor/TAs must acknowledge receipt of a student request for re-evaluation within 3 working days, and decisions should be provided in a timely fashion. Re-evaluation requests may be submitted in writing **to the person who marked the work**. The student must submit (1) the original piece of work and (2) a written explanation detailing why they believe the work was unfairly/incorrectly graded. **The course instructor must be CCed on all communications.**

Following a re-evaluation decision, if the student is still not satisfied with the result, they may appeal to the instructor in charge of the course if the work was not marked by the instructor (e.g., marked by a TA). In this instance (i.e., the instructor was not the one who marked the work), the student must now submit to the instructor (1) the original piece of work, (2) the written reasons as to why they believe the work was unfairly/incorrectly marked, and (3) communications from the original marker. Re-evaluation appeals are at the discretion of the instructor. If a re-evaluation is granted by the instructor, the student must accept the resulting mark as the new mark, **whether it goes up or down or remains the same**. When appealing a re-evaluation decision, the student accepts this condition. Instructors and TAs should ensure all communications with the student are in writing (e.g. follow-up e-mail) and keep a copy for later reference.

IMPORTANT DATES:

First class:	January 8 th , 2020
Last day to add or substitute S (Winter) courses:	January 20 th , 2020
Last day to drop S (Winter) courses without grade:	February 24 th , 2020
Reading week:	February 17 th – 21 st , 2020
Last class:	April 1 st , 2020

TENTATIVE SCHEDULE			
Weeks	Topic	Preparation	Due
#1 Jan 8	Course Overview + What is User Experience (UX) + UX for GLAM + Projects Overview and Team Formation	<ul style="list-style-type: none"> • SPR Chapter 1 and Chapter 2 	
#2 Jan 15	UX Toolbox: Overview of Design Thinking & UX Methods for GLAM + UX Strategy	<ul style="list-style-type: none"> • IDEO Design Thinking for Libraries Toolkit • Design-Thinking Approaches to Exhibition Development • Engaging Families in the Galleries Using Design Thinking 	
#3 Jan 22	Research Methods #1	<ul style="list-style-type: none"> • SPR Chapter 8 • Walking in Your Users' Shoes: An Introduction to User Experience Research as a Tool for Developing User-Centered Libraries • Seeking Meaning: Capturing Patron Experience Through a User Survey 	<ul style="list-style-type: none"> • Project: Define your Challenge (Jan 26)
#4 Jan 29	Research Methods #2	<ul style="list-style-type: none"> • SPR Chapter 9 and Chapter 11 • SoundMapp: Participatory Design in Museum Space • Invited Guests: Noreen Ma and Sophie Middleton, Vancouver Public Library 	
#5 Feb 5	Studio #1: LIS		<ul style="list-style-type: none"> • Studio #1

#6 Feb 12	Journey Maps	<ul style="list-style-type: none"> • SPR Chapter 11 • Journey Mapping the User Experience • Service Design: Toward a Holistic Assessment of the Library • Invited Guest: Julie Mandal, Brampton Library 	
RW Feb 17-21	Reading Week (no classes)		
#7 Feb 26	Prototyping + Studio #2: ARM	<ul style="list-style-type: none"> • SPR Chapter 12 • Prototyping as a Process for Improved User Experience with Library and Archives Websites 	<ul style="list-style-type: none"> • Studio #2 • Literature Review (Feb 28)
#8 Mar 4	Evaluation Methods #1 + UX for Libraries	<ul style="list-style-type: none"> • SPR Chapter 14, Chapter 16 • Evaluating the User Experience of Patrons with Disabilities at a Community College Library • “It Takes a Village”: On UX Librarianship and Building UX Capacity in Libraries • What User Experience (UX) Means for Academic Libraries • Invited Guest: Lisa Gayhart, Director User Experience, New York University 	
#9 Mar 11	UX for Archives	<ul style="list-style-type: none"> • Archives of the People, by the People, for the People • Improving the user experience of professional researchers: Applying a user-centered design framework in archival repositories • Archival Interaction • Invited Guest: Karen Suurtamm 	
#10 Mar 18	Evaluation Methods #2 + UX for Galleries and Museums + Individual Team Meeting with instructor	<ul style="list-style-type: none"> • SPR Chapter 15 • An interactive user interface prototype design for enhancing on-site museum and art gallery experience through digital technology • The Transformation of the Digital Museum • UCD of a virtual reality exhibit for archaeological museum • The New Interactive: Reimagining Visual Collections as Immersive Environments 	<ul style="list-style-type: none"> • Project: Research & Interpretation (March 22)
#11 Mar 25	Studio #3: MMSt		<ul style="list-style-type: none"> • Studio #3

#12 Apr 1	VX versus UX in Museums + Conclusion	• Invited Guest: John Summers and Meredith Leonard	• Project: Final Report (April 19)
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SUMMARY OF DUE DATES

Project – Define Your Challenge (2%)	Sunday January 26 th , 2020 by 11:59:59pm
Studio #1	Wednesday February 5 th , 2020 by 11:59:59pm
Studio #2	Wednesday February 26 th , 2020 by 11:59:59pm
Literature Review	Friday February 28 th , 2020 by 11:59:59pm
Project – Research & Interpretation (13%)	Sunday March 22 nd , 2020 by 11:59pm
Studio #3	Wednesday March 25 th , 2020 by 11:59:59pm
Project – Final Report (35%)	Sunday April 19 th , 2020 by 11:59:59pm