

# User Experience Design Program Summary | Academy

|                          | Wk1                               | Wk2                         | Wk3  | Wk4   | Wk5                                  | Wk6  | Wk7                                | Wk8  | Wk9   | Wk10                    | Wk11  | Wk12                               | Wk13              |
|--------------------------|-----------------------------------|-----------------------------|--|---|--------------------------------------|--|------------------------------------|--|---|-------------------------|---|------------------------------------|-------------------|
| Tier 1 Design Expertise  | Insight Development               |                             | Experience and Imagination                                     |   | Prototyping and Modelling            |  |                                    |  |   |                         |   |                                    |                   |
| Learning Concept         | People-Centered Design Principles | Behavioural Journey Mapping | Design Principles I: What Design Can Do, What Design Should Do | Design Principles II: Experimentation, Speculation and Disruption | Prototyping and Modelling Principles | Visualising Reflective and Reflexive Process |                                    |  |   |                         |   |                                    |                   |
| Project                  | Project 1                         |                             | Project 2  |   |                                      |  |                                    |  |   |                         |   |                                    |                   |
| Specialisation Modules   | Research Methods and Ethics       | Design Sprints              | Scaling Projects   | User Flow and Wireframe Ideation                                  | Prototyping Iteration                | Accessibility and Inclusivity Affordance     |                                    |  |   |                         |   |                                    |                   |
| Assessment               |                                   |                             |  |   |                                      | Interim Examination + IRP Proposal           |                                    |  |   |                         |   |                                    | Final Examination |
| Tier 2 Design Leadership |                                   |                             |  |   |                                      |  | Innovation and Entrepreneurship    |  | Value Creation                                |                         | Leadership and Negotiation                      |                                    |                   |
| Learning Concept         |                                   |                             |  |   |                                      |  | User Experience Design for Service | People-Centered Design for Social Innovation | Strategy: People, Technology and Organisation | Marketing Essentials    | Communication Rhetoric for Non-Design Audiences | Pitching for Funding               |                   |
| Project                  |                                   |                             |  |   |                                      |  | IRP (Project 3)                    |  |   |                         |   |                                    |                   |
| Specialisation Modules   |                                   |                             |  |   |                                      |  | Stakeholder Mapping                | Holistic Business Modelling                  | Value Proposition and Context                 | Lean Canvas Methodology | Behavioural Science Essentials                  | User Experience Evaluation Metrics |                   |
| Credit                   | 2.5                               |                             | 2.5  |   | 2.5                                  |  | 2.5                                |  | 2.5   |                         | 2.5   |                                    |                   |

|        |        |        |                        |              |
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| Legend | Tier 1 | Tier 2 | Specialisation Modules | Examinations |
|--------|--------|--------|------------------------|--------------|