DIG 3124 Principles of Interaction and Usability (ONLINE)
Spring 2026

Course Meetings: ONLINE
Course Modality: ONLINE asynchronous

Course Description

Introducing students to the principles of interactivity and usability of digital interface, this course conveys the importance of identifying users' needs and providing solutions tailored to those needs. Topics include, but are not limited to, basic activities of interaction design, cognitive and emotional aspects of digital interface, visual aesthetics, data gathering, prototyping, and evaluation. Students will work individually, and in a group, to analyze the user experience and design digital applications.

Course Prerequisites

NONE

Course Objectives and/or Goals:

By the end of this course, students will be able to:

- Identify problems of existing digital interface based on principles of interaction design.
- Identify the needs of key stakeholders and provide design solutions tailored to those needs.
- Collect and analyze data to identify system requirements.
- Transform conceptual design ideas to physical design.
- Use visual elements to prioritize information and optimize interactions.
- Understand the impact of small details on the overall design and experience.
- Demonstrate an understanding of industry practices related to interactivity and usability of digital systems.
- Gain experience working effectively in a collaborative group setting.

Materials & Books

Required

- Textbook: There is no textbook for this class.
- Software: Prototyping Tools (e.g., Adobe XD, Figma), Text Editor (e.g., Visual Studio, Atom, Brackets).

Recommended

- Don Norman (2013). The Design of Everyday Things: Revised and Expanded Edition. Basic Books, ISBN-10: 0465050654
- Alan Cooper, Robert Reimann, David Cronin & Christopher Noessel (2014). About Face: The Essentials of Interaction Design (4th ed.). Wiley, ISBN-10: 1118766571
- Nielsen Norman Group. (n.d.). Articles. Nielsen Norman Group. https://www.nngroup.com/articles/

Course Schedule

This schedule is only a guide and is subject to change. Unless otherwise indicated, assignments and readings are due the day they are listed on the syllabus, not the following day.

Week	Subject	Assignments	Assignments Due
1	Welcome Introduction to UI/UX Design	Quiz 1: Design Process Overview Exercise 1: Laundry App Design	1/19
2	Principles of UX/UI Design	Quiz 2: Defining UX/UI Principles Exercise 2: Airline App Design	1/26
3	Sensation and Perception	Quiz 3: Sensations and Perceptions in UX	1/30
4	Cognitive Models, Memory and Attention	Quiz 4: Cognitive UX Writing Assignment: Examples of Good and Bad Design Paper	2/6
5	Understand the Market	Exercise 3: Disney's Creative Thinking	2/13
6	Requirement Gathering	Group Project 1: Market Analysis	2/20
7	Bring Requirements to Life: Interview and Persona Scenario and User Journey Map	Exercise 4: Interview Analysis Peer Review 1: Market Analysis	2/27
8	Define the Solution Flow Diagram and Wireframe	Exercise 5: Sitemap and Flowchart	3/6
9		Group Project 2: Interview, Persona, and Wireflow	3/13
10	Spring Break		
11	Prototypes Prototyping Tool: Figma	Peer Review 2: Interview, Persona, and Wireflow Exercise 6: UF App Design	3/27

12	Build a Website: HTML and CSS	Exercise 7: Build a Website	4/3
13	Evaluation and User Testing	Quiz 5: User Testing Group Project 3: Prototype and User Testing	4/10
14		Group Member Evaluation Peer Review 3: Prototype and User Testing	4/17
15	Final Showcase	Group Project 4: Final Report	4/24

Grading Criteria

Assignment / Assessment	Total Points	% of Grade
Quizzes	**16**	**8%**
Quiz 1: Design Process Overview **Quiz 2:** Defining UX/UI Principles **Quiz 3:** Sensations and Perceptions in UX **Quiz 4:** Cognitive UX **Quiz 5:** User Testing	4 3 3 3 3	
Written Assignments	**30**	**15%**
Good Design and Bad Design Paper	30	
Exercises	**60**	**30%**
Exercise 1: Laundry App Design **Exercise 2:** Airline App Design **Exercise 3:** Disney's Creative Thinking **Exercise 4:** Interview Analysis **Exercise 5:** Sitemap and Flowchart **Exercise 6:** UF App Design **Exercise 7:** Website	8 8 8 8 8 10 10	
Group Projects	**80**	**40%**
Project 1: Market Analysis **Project 2:** Interview, Persona, and Wireflow **Project 3:** Prototype and User Testing **Project 4:** Final Report Group Member Evaluation	18 18 18 18 8	
Peer Review	**12**	**6%**
Peer Review 1: Market Analysis **Peer Review 2:** Interview, Persona, and Wireflow **Peer Review 3:** Prototype and User Testing	4 4 4	

Participation	2	1%
Engagement in Course	2	
TOTAL POINTS	**200**	**100%**

Grading Scale

Letter Grade	% Equivalency
A	94 – 100%
A-	90 – 93%
B+	87 – 89%
B	84 – 86%
B-	80 – 83%
C+	77 – 79%
C	74 – 76%
C-	70 – 73%
D+	67 – 69%
D	64 – 66%
D-	60 – 63%
E, I, NG, S-U, WF	0 – 59%

More information on grades and grading policies is here: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Materials, Supply, and Equipment Fees
Material and supply and equipment use fee information are available from the academic departments or from the schedule of courses (Florida Statutes 1009.24). The total course fee for the UF Online section is $0.00. The total course fee for each course is listed on the UF Schedule of Courses. (https://registrar.ufl.edu/soc/)

Academic Policies and Resources:
Information about grading and attendance policies, support for students with disabilities, course evaluations, the Honor Code, and other campus resources can be found at https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/

Attendance Policy, Class communicating Expectations, and Make-Up Policy
The UF Digital Worlds Institute is committed to the idea that regular student engagement is essential to successful scholastic achievement. No matter if the class is held in a traditional classroom, an online classroom, or a combination of the two, interaction with your peers and the instructor will empower you to greater achievement.

LATE WORK
Unless arrangements are made with the instructor two days prior to the due date, all course work must be submitted on time to receive full credit. Assignments submitted up to two weeks late will have a 10% grade reduction. Course work will not be accepted for grading after two weeks unless there is an exception as outlined in the UF attendance policy: https://catalog.ufl.edu/ugrad/1617/regulations/info/attendance.aspx.

MAKE-UP POLICY

Students shall be permitted a reasonable amount of time to make up the material or activities covered in an excused absence as outlined under UF attendance policy: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

COURSE COMMUNICATIONS

Messages are welcome. When contacting the instructor:

- Use Canvas and only include only necessary recipients
- Keep messages concise and use a clear, descriptive subject line
- Use standard file formats (PDF, DOCX, XLSX)

Course Technology

The students will be required to have access to and use a personal computer with access to the Internet. Word editing software will be required for written assignments. The University of Florida and Digital Worlds require that students have access to and ongoing use of a laptop/mobile computer for DIG courses in order to be able to function in the current learning environment. Digital Worlds requires each DAS major's laptop computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met. https://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/technology-requirements/.

Course Communications

Students can communicate directly with the instructor regarding the course material through the course management system (CANVAS) using "Canvas E-Mail".

Creation of Original Content Ethics

For original projects and all assignment deliverables, students should remember that representations of acts of violence, coarse and offensive language, sexual behavior, bodily function and ability, neurodiversity, and personal identity are likely to cause extreme audience response, regardless of the creator's intentions. In addition, the recreation of such actions and subjects for fictional purposes may unintentionally traumatize or negatively impact those who collaborate in the creation of the images. While the university encourages students to explore themes and tell stories that may include this difficult subject matter, they should be cautioned against modes or styles of representation that might be considered unnecessarily offensive or potentially triggering. Instructors, faculty, and university administrators reserve the right not to show or share any student work they feel is inappropriate for their classroom or for public exhibition, as there may be concerns about the impact of such work on the community. Please consult with the faculty when producing work that might be considered controversial, and err on the side of being cautious when it comes to making decisions about a project's content - in other words, make the PG-13 version of your story, not the R version, and certainly not the "unrated" version. This is also to help students understand that most professional creative situations have strict guidelines and limitations on such content and how it is produced: your ability to tell stories effectively with "less" is a strong professional skill that will aid in the dissemination of your work to a broader audience.

Course Technology Support

UF Computing Help Desk

For support related to account services, technical consulting, mobile device services, software services, administrative support, application support center, and learning support services, please contact the UF Computing Help Desk available 24 hours a day, 7 days a week at 352-392-4357 or helpdesk@ufl.edu.

University Policies

Information about university-wide policies and resources can be found here: https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/

Disclaimer: This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.