

## Washtenaw Community College Comprehensive Report

### WEB 163 User Research and Project Management Effective Term: Fall 2019

#### Course Cover

**Division:** Business and Computer Technologies

**Department:** Digital Media Arts

**Discipline:** Web Design and Development

**Course Number:** 163

**Org Number:** 14500

**Full Course Title:** User Research and Project Management

**Transcript Title:** User Research and PM

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:**

**Change Information:**

**Consultation with all departments affected by this course is required.**

**Rationale:** The advanced certificate that this course is part of is being switched to a certificate and the course is being adjusted as well.

**Proposed Start Semester:** Fall 2019

**Course Description:** In this course, students will focus on the principles and practices of website user research and project management, as digital strategy professionals are often expected to be skilled in both areas. Students will author user surveys and focus group scripts and will consider both waterfall and agile project management methodologies. This course was previously WEB 263.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 4

**Lecture Hours: Instructor:** 60 **Student:** 60

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 60 **Student:** 60

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

No Level Required

#### Requisites

#### General Education

**General Education Area 7 - Computer and Information Literacy**

Assoc in Arts - Comp Lit

Assoc in Applied Sci - Comp Lit  
 Assoc in Science - Comp Lit

## **Request Course Transfer**

### **Proposed For:**

## **Student Learning Outcomes**

1. Create industry-standard user research deliverables.

### **Assessment 1**

Assessment Tool: Two deliverables

Assessment Date: Fall 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: At least 70% of students will score 70% or higher

Who will score and analyze the data: Full-time WEB faculty

2. Identify best practices for waterfall and agile project management.

### **Assessment 1**

Assessment Tool: Exam

Assessment Date: Fall 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: At least 70% of students will score 70% or higher on the selected questions

Who will score and analyze the data: Full-time WEB faculty

## **Course Objectives**

1. Identify and discuss user research concepts.
2. Create a user survey.
3. Pilot test the user survey using an online delivery system to identify areas for improvement.
4. Create a focus group script.
5. Conduct a trial run of the focus group script to identify areas for improvement.
6. Identify and discuss project management concepts.
7. Perform project management tasks related to estimating, time tracking, requirements management, and documenting project details.

## **New Resources for Course**

### **Course Textbooks/Resources**

Textbooks

Manuals

Periodicals

Software

### **Equipment/Facilities**

Level III classroom

**Reviewer**

**Action**

**Date**

**Faculty Preparer:**

*Jason Withrow* Faculty Preparer Oct 01, 2018

**Department Chair/Area Director:**

*Ingrid Ankersen* Recommend Approval Oct 02, 2018

**Dean:**

*Eva Samulski* Recommend Approval Oct 03, 2018

**Curriculum Committee Chair:**

*Lisa Veasey* Recommend Approval Nov 26, 2018

**Assessment Committee Chair:**

*Shawn Deron* Recommend Approval Nov 28, 2018

**Vice President for Instruction:**

*Kimberly Hurns* Approve Dec 04, 2018