

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	User Experience and Architecture
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	5
<b>4</b>	<b>Module Code</b>	MKT5030

<b>5</b>	<b>Module Overview</b>
<p>Imagine walking into a high street store for the first time. How does it feel? Where do you go? What do you do? For a high street retailer, the way their shop is presented will make a significant impact on the consumer's perception of the brand or organisation. The digital world is no different.</p> <p>The proliferation of internet-enabled devices, coupled with the ever-increasing availability of high-speed connections, means that there are now more than 3.5bn internet users around the world, creating a new type of consumer who is always 'plugged in'. More than ever, organisations are seeking to gain competitive advantage in this digital arena by optimising individuals' experience throughout the entire customer journey.</p> <p>As such, User Experience (UX) design has become an increasingly important concept in modern business, focusing on the creation of effective digital interactions that fulfil the user's needs. This module explores the concept of UX design, identifying the tools and techniques that organisations can use to enhance the customer's online journey, along with the IT architecture and operational infrastructure needed to support it.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>This module explores:</p> <ul style="list-style-type: none"> <li>• <b>Mapping the user journey</b> <ul style="list-style-type: none"> <li>○ Explains how a user's experiences during their digital interactions with an organisation can be captured using a visual journey map.</li> </ul> </li> <li>• <b>Designing UX</b> <ul style="list-style-type: none"> <li>○ Examines how user satisfaction can be enhanced by improving the usability, accessibility and enjoyment of a product or service.</li> </ul> </li> <li>• <b>Managing customer relationships online</b> <ul style="list-style-type: none"> <li>○ Highlights the role that relationships play within business, introduces the concept of CRM and looks at how organisations can manage the customer lifecycle online.</li> </ul> </li> </ul>	

- **Supporting architecture and operations**
  - Considers the supporting elements required for successful UX design, including IT infrastructure and channel management.
- **Measuring performance**
  - Identifies the types of metrics and report data that the organisation and customer might require throughout the customer journey.

<b>7</b>	<b>Module Learning Outcomes</b>	
	<b>On successful completion of the module, students will be able to:</b>	
	<b>1</b>	Define the customer online journey for a specific organisation, breaking down user experience into discrete user touchpoints.
	<b>2</b>	Explain the types of information and infrastructure required to support the UX design for a specific organisation.
	<b>3</b>	Critically analyse the UX design for a specific organisation.
	<b>4</b>	Demonstrate transferable skills that are essential to a career in business, such as commercial awareness and communication skills.

<b>8</b>	<b>Module Assessment</b>		
<b>Learning Outcome</b>			
	<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1, 2, 3, 4</b>	<b>X</b>		

<b>9</b>	<b>Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>	<b>Hours</b>	
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	48	
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	12	
<b>Private Study (PS)</b> includes preparation for exams	140	
<b>Total Study Hours:</b>	200	