University of Gdańsk

Subject card

Subject name and code	User Experience Design, PG_00199045		
Field of study	Economics		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2028/2029
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	3	Language of instruction	Polish
Semester of study	6	ECTS credits	5.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Electronic Economy -> Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Anna Śliwa	
	Teachers		

Lesson types							
	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	10.0	0.0	40
	E-learning hours included: 0.0						

Learning activity and number of study hours					
	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
	Number of study hours	40	0.0	85.0	125

Subject objectives	The aim of the course is to acquaint students (from a theoretical perspective) with the possibilities of contemporary IT tools used in the economy.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student is able to think and act entrepreneurially while creating innovative UX solutions. They can quickly adapt to changing conditions and project requirements. They take on the challenges of creative thinking to develop original and effective user interfaces. They demonstrate resilience to failures and can identify threats and assess the risk of their occurrence in the design process.	[SK4] test/exam - oral or written
	[EKONL3_W04] knows the types of economic and social ties and the regularities governing them	The student knows the basic principles of user experience (UX) design and can apply them in practice to create intuitive and effective user interfaces that meet the needs and expectations of users.	[SW2] presentation/project/paper/ report
	[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	The student understands the general principles of creating and developing forms of individual entrepreneurship and can apply them in the context of UX design. They can utilize knowledge from economics and finance to create economically efficient IT solutions.	[SW4] test/exam - oral or written
	[EKONL3_U15] is able to independently supplement and improve his acquired knowledge and skills in the field of economics, is open to new concepts and solutions, and demonstrates a willingness to engage in lifelong learning and to cooperate and exchange knowledge with other participants in the learning process.	The student is able to independently develop and refine their knowledge and skills in UX. They are open to new design ideas and techniques. They enhance their understanding of technologies and tools supporting the design process (web technologies, mobile applications, artificial intelligence, and the Internet of Things (IoT)). They demonstrate a tendency to follow and understand the latest trends and best practices in UX to adapt them to their own projects. They are eager to learn through various methods and actively collaborate with other participants in the learning process.	[SU4] test/exam - oral or written
	[EKONL3_U13] be able to interact and work in a group (including an international one), assuming various roles within it	The student is able to collaborate in a team, including in an international environment, taking on various roles contributing to the achievement of common project goals.	[SU2] presentation/project/paper/ report
	[EKONL3_K05] correctly identifies, diagnoses and resolves professional dilemmas and different options for solutions	The student identifies, analyzes, and interprets the needs and expectations of users in the context of various products and services to make informed design decisions.	[SK4] test/exam - oral or written
	[EKONL3_U12] can independently plan and implement own lifelong learning	The student is able to independently acquire knowledge using computer programs.	[SU4] test/exam - oral or written
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student participates in the preparation of IT projects in the field of user interface and user experience design, taking into account legal, economic, ecological, political, and social requirements.	[SK2] presentation/project/paper/ report

	Course outcome	Subject outcome	Method of verification
	[EKONL3_W05] has a knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student possesses knowledge about the user as a participant in social structures and the principles of their functioning. They are able to identify, analyze, and interpret the needs and expectations of users in relation to design products and services. The student understands the motives behind users' decision-making in the context of interactions with digital products, which enables the design of intuitive and effective user interfaces.	[SW4] test/exam - oral or written

Subject contents

1. Introduction to User Experience Design.
2. A Brief History of UX.
3. User-Centered Design (UCD).
4. Information Architecture (IA).
5. Functional Design.
6. Wireframe, Mockup, Prototype.
7. UX Research Methods.
8. Usability Testing.
9. Golden Rules of UX.
10. Consultations held during the semester allow students to expand on lecture content, analyze examples from UX practice, and clarify complex issues related to user-centered design and usability research.

To further develop the concepts discussed during the lectures, students may take advantage of consultation hours.

Prerequisites and co-requisites

Knowledge of the basics of e-business and website design.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Individual or group project	51.0%	40.0%
Test	51.0%	60.0%

Recommended reading

Basic literature	1. Mościkowska I., Rogos-Turek B., *User Experience Research as the Basis for Design*, Wydawnictwo Naukowe PWN, 2015. 2. Krug S., *Don't Make Me Think! A Common Sense Approach to Web Usability*, 3rd Edition, Helion, 2014. 3. Weinschenk S., *100 Things Every Designer Needs to Know About People*, Helion, 2013.
Supplementary literature	1. Norman D., *The Design of Everyday Things*, Hachette Book Group USA. 2. Allen J., Chudley J., *Smashing UX Design: Foundations for Designing Online User Experiences*, Helion, 2013. 3. Kargól K., *UX - How to Design for Users*, Wydawnictwo Strefa Kursów, 2015. 4. Wach D., Januszewicz A., *Digital Skills in Business Activity: Usage Areas*, Zeszyty Naukowe Uniwersytetu Gdańskiego. Studia i Materiały Instytutu Transportu i Handlu Morskiego, 2013, No. 10.
eResources addresses	

Example issues/ example questions/ tasks being completed

UX Research Methods
Information Architecture
Functional Design

Work placement

Not applicable

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