



Course Specification

(Bachelor)

Course Title: **Persuasive Techniques**

Course Code: **HCI4801**

Program: **BSc in Human Computer Interaction**

Department: **Software Engineering**

College: **Computing**

Institution: **Umm Al Qura University**

Version: **1.0**

Last Revision Date: **22/04/2025**



Table of Contents

A. General information about the course:	3
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods	4
C. Course Content	6
D. Students Assessment Activities	6
E. Learning Resources and Facilities	6
F. Assessment of Course Quality	7
G. Specification Approval	7



A. General information about the course:

1. Course Identification

1. Credit hours: (3)

2. Course type

A. University College Department Track Others

B. Required Elective

3. Level/year at which this course is offered: (3rd year/ 6th level) or (4th year/8th level)

4. Course General Description:

This course focuses on the art and science of persuasive design, exploring how to influence user decisions and behaviors through psychological principles. Students will examine how to craft digital experiences that captivate attention, drive engagement, and guide users toward desired actions. The course emphasizes ethical considerations, ensuring that persuasive techniques are applied responsibly to enhance user satisfaction without manipulation. By integrating behavioral science with design strategies, students will develop skills to create experiences that not only meet functional needs but also foster long-term user loyalty and trust. Practical case studies and design projects will provide opportunities to implement persuasive tactics in real-world scenarios.

5. Pre-requirements for this course (if any):

None

6. Co-requisites for this course (if any):

None

7. Course Main Objective(s):

The primary objective of this course is to empower students to leverage psychological insights to design persuasive and impactful digital products. Students will learn to apply principles of influence, motivation, and decision-making to drive user engagement. The course will develop their ability to design interfaces that align with user behavior patterns and anticipate user needs. Emphasis will be placed on harnessing social influence, utilizing heuristics, and framing messages to guide users naturally and ethically. By the end of the course, students will be adept at crafting designs that not only attract users but also encourage sustained interaction and positive emotional connections.

2. Teaching mode (mark all that apply)





No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	60	100%
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
4	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	30
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		60

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Explain core psychological theories and principles behind persuasive design	K1	Lectures, discussions	Quizzes, Lab Assessments
1.2	Analyze how dark patterns manipulate user behavior and distinguish them from ethical persuasive design techniques.	K2	Lectures, discussions	Quizzes, Lab Assessments
1.3	Assess the role of social influence, motivation, and framing in shaping user experiences, demonstrating awareness of inclusive and responsible design practices.	K3	Lectures, discussions	Quizzes, Lab Assessments
1.4	Recognize ethical implications and legal frameworks surrounding persuasive	K4	Lectures, discussions	Quizzes, Lab Assessments



Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
	technologies and their societal impact.			
2.0	Skills			
2.1	Apply psychological principles to design interfaces that ethically persuade users.	S1	Lectures, discussions, projects	Lab Assessments, project
2.2	Conduct user research to assess design effectiveness and identify potential dark patterns	S2	Lectures, discussions, projects	Lab Assessments, project
2.3	Communicate effectively with different stakeholders	S3	Lectures, discussions, projects	Lab Assessments, project
2.4	Prototype and iteratively refine persuasive designs, incorporating feedback to ensure accessibility, clarity, and user engagement.	S4	Lectures, discussions, projects	Lab Assessments, project
2.5	Collaborate in teams to develop UX solutions, balancing persuasive techniques with user autonomy and responsibility.	S5	Lectures, discussions, projects	Lab Assessments, project
3.0	Values, autonomy, and responsibility			
3.1	Demonstrate ethical responsibility by avoiding dark patterns and promoting transparent, user-friendly design.	V1	Lectures, discussions	Quizzes, Lab Assessments, Project
3.2	Advocate for inclusive design, ensuring accessibility and fairness across diverse user groups.	V2	Lectures, discussions	Quizzes, Lab Assessments, Project
3.3	Commit to lifelong learning and staying updated on evolving persuasive design practices and psychological research.	V3	Lectures, discussions	Quizzes, Lab Assessments, Project
3.4	Foster integrity in UX projects, prioritizing user trust and designing with empathy to address societal challenges.	V4	Lectures, discussions	Quizzes, Lab Assessments, Project
3.5	Lead by example in design practices, balancing innovation with social responsibility and user well-being.	V5	Lectures, discussions	Quizzes, Lab Assessments, Project



C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to Persuasive Design and Dark Patterns	4
2.	Planned Behavior	4
3.	Designing for Planned Behavior	4
4.	Risky Decisions and Mental Shortcuts	4
5.	Designing for decisions under risk	4
6.	Motivation, Ability, and Trigger	4
7.	Designing for Motivation, Ability, and Trigger	4
8.	Influence	4
9.	Designing for Influence	4
10.	Social Influence	4
11.	Designing for Social Influence	4
12.	Framing Communication	4
13.	Designing for Framing Communication	4
14.	Persuasion	4
15.	Designing for Persuasion	4
Total		60

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Assignments	3-14	10
2.	Project	3-14	30
3.	Midterm	7-8	20
4.	Final Exam	16-17	40

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Design for the Mind: Seven Psychological Principles of Persuasive Design (1st edition). Victor Yocco. 2016
Supportive References	Persuasive Technology: Using Computers to Change What We Think and Do. B.J. Fogg. 2003
Electronic Materials	
Other Learning Materials	Lecture notes



2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Traditional Classroom
Technology equipment (projector, smart board, software)	Multimedia Projector
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Direct: Survey at the end of the course
Effectiveness of Students assessment	Instructor and quality assurance committee	Indirect: Course Report
Quality of learning resources	Instructor and quality assurance committee	Direct: Survey at the end of the course
The extent to which CLOs have been achieved	Instructor and quality assurance committee	Indirect: Course Report
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewers, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	SOFTWARE ENGINEERING DEPARTMENT COUNCIL
REFERENCE NO.	THE 17TH MEETING FOR THE ACADEMIC YEAR 1446H
DATE	22/04/2025

