

Course code: IFI7310.DT	USER EXPERIENCE EVALUATION		
ECTS credits: 4 (ECTS)	Amount of Sessions: 7 sessions	Teaching semester: Spring 2022	Assessment form: Examination.
Course objectives:	The goal of the course is to highlight the experiential, affective, meaningful and valuable aspects of human-computer interaction as a complement to pragmatic attributes such as utility, ease of use and efficiency of the system.		
Brief description of course content:  (including the description of the independent work)	<p>The course will describe common procedures of user experience (UX) evaluation and introduce most relevant methods, tools, metrics and criteria.</p> <p>Each student is required:</p> <ul style="list-style-type: none"> <li>● Elaborate 5 individual essays</li> <li>● Participate in the 4 group assignments</li> <li>● Participate in one overall reflection assignment in session 7 (i.e. synchronous present and defence the work done, as required in the programme regulations)</li> </ul>		

<p>Learning Outcomes:</p>	<p><b>Learning Outcomes:</b> After successfully completing the course students will know:</p> <ul style="list-style-type: none"> <li>● Recognize the main user experience concerns and usability metrics.</li> <li>● How to apply its criteria and recommendations.</li> <li>● How to assess user experience concerns and usability metrics</li> <li>● How to cater for evaluating the user experience of the main features in user-centered design processes.</li> <li>● How to report the evaluation criteria and provide recommendations</li> </ul>
<p>Assessment Methods:</p>	<p>Examination.</p> <p><b>Weight of different activities in final grade:</b></p> <p>4 group assignments (35%) + 5 individual assignments (35%) + report and presentation (25%) + participation (5%)</p> <p>Required total score to pass the course is 60%</p>
<p>Teacher(s):</p>	<p>Sónia Sousa and Mustafa Can Özdemir</p>
<p>Subject name in Estonian:</p>	<p>Kasutajakogemuse hindamine</p>
<p>Prerequisite subject(s):</p>	<p>None.</p>

Compulsory Literature:	<p>There is no required literature in the sense of a physical book.</p> <p>A list of reading materials (research articles) will be assigned by the teachers and provided on the course's web resources.</p>
Replacement Literature:	<p>Elizabeth Goodman, Mike Kuniavsky, Andrea Moed. 2012. Observing the User Experience, Second Edition: A Practitioner's Guide to User Research.</p> <p>Virpi Roto, All About UX, <a href="http://www.allaboutux.org/">http://www.allaboutux.org/</a></p> <p>Marc Hassenzahl, User Experience and Experience Design, <a href="http://www.interaction-design.org/encyclopedia/user_experience_and_experience_design.html">http://www.interaction-design.org/encyclopedia/user_experience_and_experience_design.html</a></p> <p>Tullis, 2008. Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics.</p> <p>Bergstrom, J., R., Schall, A., J. 2014. Eye Tracking in User Experience Design</p>
Participation and Exam requirements:	<p>Students are required to participate in 70% out of the foreseen activities, to synchronously defend the work done at the end of the semester (Session 7: 11/04-24/05) and be graded 60% or more.</p>
Independent work:	<p><b>Expected 5 group work activities:</b> Students are required to...</p> <ul style="list-style-type: none"> <li>● Participate and report on UX evaluation metrics (group activity);</li> <li>● Participate in group activities.</li> <li>● Participate and report on an evaluating user experience workshop (group activity);</li> <li>●</li> </ul>

	<p><b>Expected 6 individual activities:</b> Students are required to:</p> <ul style="list-style-type: none"> <li>To elaborate on six readings activities (individual activity).</li> </ul>
Grading criteria scale or the minimum level necessary for passing the subject:	<p>The criteria of passing the course are based on total scores of all course activities, each of which are scored as follows:</p> <p>90-100% of the work is done - excellent: outstanding work with only a few minor errors.</p> <p>80-90% of the work is done - very good: above average work but with some minor errors.</p> <p>70-80% of the work is done - good: generally good work with a few notable errors.</p> <p>60-70% of the work is done - satisfactory: reasonable work but with significant shortcomings.</p> <p>50-60% of the work is done - sufficient: passable performance meeting the minimum criteria.</p> <p>less than 50% of the work is done - fail: more work is required before the credit can be awarded.</p>

**Course content:**

The course's structure is spread over 7 sessions (14 days apart). The course consists of the following modules:

	Date	Course content by topic
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<b>Session 1</b>	02/02-15/02	Evaluating the User experience - Introduction
HW	Individual Reading 1	<ul style="list-style-type: none"> <li>• Read the pedagogical script</li> <li>• See the introduction video</li> <li>• Form the groups</li> <li>• Read 1: Collecting, Analyzing, and Presenting Usability Metrics.</li> </ul>
<b>Session 2</b>	16/02-01/03	Evaluation of Concepts with interviews <ul style="list-style-type: none"> <li>• Lecture on interviews (planning questions and methods)</li> <li>• AXE, sentence completion, contextual laddering methods</li> </ul>
HW	Individual Reading 2 + Group work 1	<ul style="list-style-type: none"> <li>• Read 2: AXE, sentence completion, contextual laddering methods</li> <li>• Draft an interview protocol (Participants + questions and methods) using</li> </ul>
<b>Session 3</b>	02/03-15/03	Evaluation of Concepts - analysis and reporting <ul style="list-style-type: none"> <li>• Individual, open interviews, group interviews (focus group) <ul style="list-style-type: none"> <li>○ AXE (Anticipated Experience Evaluation)</li> <li>○ Sentence Completion</li> <li>○ Contextual Laddering method</li> </ul> </li> <li>• Data analysis and report</li> </ul>
HW	Individual Reading 3 +Group work 2	<ul style="list-style-type: none"> <li>• Read 3: Usability test approaches (book)</li> <li>• <b>Group</b> - Evaluating Low-Fi prototypes with interview approaches <ul style="list-style-type: none"> <li>○ Data collection, analysis and report</li> </ul> </li> <li>• Synchronous mentoring meeting 1</li> </ul>
<b>Session 4</b>	16/03-29/03	Evaluation of Low-Fi <b>prototypes</b> with task-driven approaches <ul style="list-style-type: none"> <li>• Task-driven, think-aloud evaluation methods</li> </ul>

		<ul style="list-style-type: none"> <li>● Qualitative data analysis <ul style="list-style-type: none"> <li>○ questions, session time,</li> <li>○ stimuli (first impression, episode, long use)</li> <li>○ participants (number, demographics, profile, ...)</li> <li>○ method</li> </ul> </li> </ul>
HW	Individual Reading 4 + Group work 3	<ul style="list-style-type: none"> <li>● Read 4: Task-driven, think aloud and Wizard of OZ + book</li> <li>● <b>Group</b> - Evaluating Low-Fi prototypes with Task-driven approaches Prepare the Task-driven protocol (Participants + tasks and data collection) using Task-driven, think aloud, Wizard of OZ methods</li> </ul>
<b>Session 5</b>	30/03-12/04	<p>Evaluation of Functional <b>prototypes</b> - Usability test approaches</p> <ul style="list-style-type: none"> <li>● Lecture on user testing with 4-6 participants (1h) <ul style="list-style-type: none"> <li>○ Planing a usability test (1h)</li> </ul> </li> </ul>
HW	Individual Reading 5 + group work 4	<p>Read 5: SUS, AttrakDiff methods</p> <p>Group - Evaluating Functional prototypes - usability test approaches - prepare the evaluation protocol</p> <ul style="list-style-type: none"> <li>● Synchronous mentoring meeting 2</li> </ul>
Easter break	13/04-26/04	Reading and Reflection Week
<b>Session 6</b>	27/04-10/04	<p>Evaluation of Functional <b>prototypes</b> -</p> <ul style="list-style-type: none"> <li>● Pilot the evaluating Hi-Fi (1h)</li> <li>● time to task, number of errors, pragmatic satisfaction, pleasure, trust, attractiveness, ... (1h)</li> <li>● Collect the data</li> <li>● Quantitative data analysis (1h)</li> <li>● How to report? (1h)</li> </ul>

HW	Individual Reading 6 + group work 5	Read 6: data analysis and report (Book) Group - Evaluating Functional prototypes - usability test approaches - data collection and present the pilot study results
<b>Session 7</b>	11/04-24/05	<ul style="list-style-type: none"> <li>● Evaluation protocol and data collection</li> <li>● Interpretation of the results - design suggestions</li> </ul>
HW	Final assessment and reflections	<ul style="list-style-type: none"> <li>● Functional <b>prototypes</b> report</li> <li>● Overall reflection and evaluation defence (synchronous session) (both)</li> </ul>

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**Teaching support:** Mustafa Can Ozdemir, [mustafa@idmaster.eu](mailto:mustafa@idmaster.eu)

**Contact Details:** All email communication regarding this course should be sent to Mustafa Can Ozdemir ([mustafa@idmaster.eu](mailto:mustafa@idmaster.eu)) cc'ing [sonia.sousa@idmaster.eu](mailto:sonia.sousa@idmaster.eu). If needed special online “office hours” will be set up for the group and individual mentoring and those will be conducted through Google Hangouts.