

Spring 2019

INF 385G - Advanced Usability
Unique: 27470
Room: UTA 1.212
Mon 12:00 - 3:00pm

Instructor

Eric Nordquist
eric.nordquist@ischool.utexas.edu

Office Hours:

UTA 5.426
Friday 10:00 - 3:00pm
(email for appointment)

TA
TBD

Course Description

Building on the skills learned in the Usability course, Advanced Usability aims to provide more in-depth knowledge for those interested in pursuing a career as a User Researcher in an applied setting. Advanced Usability expands on topics of user research including:

1. Generative Research Methods
2. Design Thinking and Participatory Design Methods
3. Applying Design Thinking in Industry Environments

We will cover, in detail, the historical basis and various methods of qualitative research. The course will also go deeper in to quantitative methods necessary to be successful as an applied practitioner. Depending on the course projects, special topics relevant to our industry partner will be included. Past special topics have included biometrics, human-computer trust, and using design as a means to induce change behavior modification.

It is assumed that students taking this course have a familiarity with the different methods available for user testing. This course will not be prescriptive in the methods that will be used as the students will be allowed to build a project plan that will include the methods they deem best for the objective they are trying to deliver.

Objectives

1. an in-depth analysis of qualitative methods
2. comprehensive knowledge of generative research
3. a moderate-depth analysis of quantitative methods
4. exposure to the skills necessary to conduct various UX Workshops
3. 'real-world' application of these skills using industry projects

Class Format

This course is a combination of intensive readings as well as a semester long project. There will be a lot of group work each class meetings, so attendance and participation in class are critical to individual success in this course and to the success of the course. You need to come to class prepared to participate in small group and full class discussions and project work, to complete all required readings prior to class, and to submit assignments on time.



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Grades

All assignments are due at midnight of the date listed.

Assignments will either be uploaded to Canvas or UT Box (depending on file size). Specific instructions will be provided for each assignment in the instructions provided for that assignment in Canvas.

Each student will be required to present one reading presentation. See Canvas for the assigned reading assignments and dates for the in-class presentations. There is also a PDF containing the instructions for the reading presentations.

Along with the deliverables for your course project, you will also be graded at two intervals by your group members. Your group members will grade you based on your participation and quality of your work. These grades will be averaged to compute an overall group member review grade.

Grade Breakdown:

- 10% - Reading Presentation (Individual)
- 5% - Proposed Project Plan and Gantt Chart (group)
- 5% - Deliverable 1 (group)
- 10% - Deliverable 2 (group)
- 10% - Deliverable 3 (group)
- 15% - Test Packet - Moderator Script and Participant Packet (group)
- 35% - Final Project Presentation (group)
- 10% - Your Review by Group Members

Discussion Groups

I've setup weekly discussion groups inside of Canvas for you to post questions, comments, insights about the readings for that week.

I encourage you to use this feature as it is a great way to get viewpoints from classmates you may not have the opportunity to talk with on a regular basis.

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Required Textbooks

Creswell, J. W., & Poth, C. N. (2018). Qualitative inquiry & research design: Choosing among five approaches (4th ed.). Los Angeles: SAGE Publications.

Kumar, V. (2013). 101 design methods: A structured approach for driving innovation in your organization. Hoboken, NJ: Wiley.

Nielsen, J., & Pernice, K. (2010). Eyetracking web usability. Berkeley: New Riders.

Spatz, C. (2019). Exploring statistics: Tales of distributions. Conway, AR: Outcrop. ISBN: 978-0-9963392-2-3

Ulwick, A. W. (2018). Jobs to be done: Theory to practice. S.I.: Idea Bite Press. <https://jobs-to-be-done-book.com/> (free PDF version)

Optional Textbooks:

Rubin, J., & Chisnell, D. (2008). Handbook of usability testing: How to plan, design, and conduct effective tests (2nd ed.). Indiana: Wiley. ISBN: 0470185481

Misc

- Policy on Academic Integrity - Students who violate University rules on academic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on academic dishonesty will be strictly enforced. For further information, please visit the Student Conduct and Academic Integrity website at: <http://deanofstudents.utexas.edu/conduct>.

- Any student with a documented disability (physical or cognitive) who requires academic accommodations should contact the Services for Students with Disabilities area of the Office of the Dean of Students at 471-6259 (voice) or 471-4641 (TTY for users who are deaf or hard of hearing) as soon as possible to request an official letter outlining authorized accommodations. Other awesome resources are available on their website: <http://diversity.utexas.edu/disability/>



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- Religious Holy Days - Religious holy days sometimes conflict with class and examination schedules. Sections 51.911 and 51.925 of the Texas Education Code address absences by students and instructors for religious holy days. Section 51.911 states that a student shall be excused from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. University policy required students to notify each of their instructors as far in advance of the absence as possible so that arrangements can be made. Section 51.925 prohibits the university from discriminating against or penalizing an instructor who is absent from class for the observance of a religious holy day. Proper notice must be given to the department chair. Prior to the begin of classes each semester, the instructor must provide the department chair a list of classes that will be missed due to observance of a religious holy day. The list must be personally delivered, acknowledged and dated by the chair, or sent via certified mail, return receipt requested. Consistent with regular university policy, the instructor is responsible for finding a qualified substitute UT Austin instructor for any missed class(es).

Schedule:

WK	DATE	TOPICS	READINGS	ASSIGNMENTS
1	1/21	MLK Holiday - NO CLASS	<i>Required</i> - Creswell - Ch. 1-3 - Ulwick - Intro & Ch. 1	
2	1/28	- Syllabus/Canvas Review - Reading Presentations (3 Presentations) - Class Discussion - Overview of Projects	<i>Required</i> - Creswell - Ch. 4 - Ulwick - Ch. 2 - Kumar - Intro, Mode 1 - Articles 1 & 2	Sign up for Teams (Due 2/3)
3	2/4	- Reading Presentations (2 Presentations) - Class Discussion - Client Kickoff 1 - Client Kickoff 2	<i>Required</i> - Creswell - Ch. 5 - Kumar - Mode 2 - Articles 3 & 4 <i>Optional</i> - Rubin Ch. 3 & 4	
4	2/11	- Reading Presentations (3 Presentations) - Class Discussion - Group Work (Ideation & Planning) - IX Lab Intro	<i>Required</i> - Nielsen - Ch. 1 & 2 - Kumar - Mode 3 - Articles 5 & 6 <i>Optional</i> - Rubin - Ch. 5	
5	2/18	- Reading Presentations (3 Presentations) - Class Discussion - Group Work (Work towards Project Plan) - IX Lab Intro	<i>Required</i> - Creswell - Ch. 5 & 6 - Ulwick - Ch. 3 - Articles 7, 8, 9, 10 <i>Optional</i> - Rubin - Ch. 7	Project Plan and Gantt Chart (Due 2/17)
6	2/25	- Reading Presentations (3 Presentations) - Class Discussion - Group Work (Work towards Project Plan)	<i>Required</i> - Spatz - Ch. 1 & 2 - Nielsen - Ch. 3, 4, 5 - Articles 11a/b, 12, 13 <i>Optional</i> - Rubin - Ch. 8	
7	3/4	- Reading Presentations (3 Presentations) - Class Discussion - Group Work (Work towards Project Plan)	<i>Required</i> - Creswell - Ch. 7 - Spatz - Ch. 3 & 4 - Ulwick - Ch. 4 - Article 14 <i>Optional</i> - Rubin - Ch. 9	Project Update Deliverable 1 (Due 3/3)



Schedule:

WK	DATE	TOPICS	READINGS	ASSIGNMENTS
8	3/11	<ul style="list-style-type: none"> - Reading Presentations (2 Presentations) - Class Discussion - Group Work (Work towards Project Plan) 	<p><i>Required</i></p> <ul style="list-style-type: none"> - Kumar - Mode 4 & 5 - Nielsen - Ch. 6 - Spatz - Ch. 5 & 6 <p><i>Optional</i></p> <ul style="list-style-type: none"> - Rubin - Ch. 10 	Group Grade pt 1
	3/18	SPRING BREAK - NO CLASS		
9	3/25	<ul style="list-style-type: none"> - Lecture TBD - Class Discussion - Group Work (Work towards Project Plan) 		
10	4/1	<ul style="list-style-type: none"> - Reading Presentations (3 Presentations) - Class Discussion - Group Work (Work towards Project Plan) 	<p><i>Required</i></p> <ul style="list-style-type: none"> - Creswell - Ch. 8 - Spatz - Ch. 10 - Kumar - Mode 6 <p><i>Optional</i></p> <ul style="list-style-type: none"> - Rubin - Ch. 11 	
11	4/8	<ul style="list-style-type: none"> - Reading Presentations (3 Presentations) - Class Discussion - Group Work (Work towards Project Plan) 	<p><i>Required</i></p> <ul style="list-style-type: none"> - Creswell - Ch. 10 - Spatz - Ch. 11 - Kumar - Mode 7 <p><i>Optional</i></p> <ul style="list-style-type: none"> - Rubin - Ch. 12 	Project Update Deliverable 2 (Due 4/7)
12	4/15	<ul style="list-style-type: none"> - Reading Presentations (1 Presentations) - Class Discussion - Introduce IBM Enterprise Design Thinking - Group Work (Work towards Project Plan) 	<p><i>Required</i></p> <ul style="list-style-type: none"> - Ulwick - Ch. 5 - Spatz - Ch. 12 	
13	4/22	<ul style="list-style-type: none"> - Class Discussion - Group Work (Work towards Project Plan) 	<p><i>Required</i></p> <ul style="list-style-type: none"> - IBM Framework (All) 	Project Update Deliverable 3 (Due 4/21)
14	4/29	<ul style="list-style-type: none"> - Class Discussion - Group Work (Work towards Project Plan) 		Presentations Due (Due 5/5)
15	5/6	Final Presentations		Group Grade pt 2

Instructions:

While every student is still responsible for completing the readings each week, each of you will also take turns leading one presentation of a selected reading which will count towards your overall grade. These presentations are meant to prompt in-class discussions and provide students with an opportunity to discuss their thoughts from the week's readings. Your presentations should be appx 20 min in length (be sure to practice your timing) and include the following:

- A brief summary of the reading
- What key takeaways do you have from the reading
- What does the article add to your learning
- Were there any topics you found confusing, had questions about
- How does the information presented tie in with the other learnings you've had in the course
- Feel free to find additional material related to the topic you are presenting that will help support your presentation (other websites, books, videos, etc.)

Your presentation should demonstrate that you have:

- Thought critically about your article
- Taken a position on either agreeing or disagreeing with the author and clearly stated your position
- Provide questions meant to provoke class discussion

Grading Rubric

	Needs Major Support (0)	Emerging (1)	Developing (2)	Competent (3)	Proficient (4)	Exemplary (5)
(25% for each category) Comprehension	Demonstrates a basic understanding of the content		Clear understanding conveyed in presentation		In-depth understanding and summary	
Discussion of key topics	Key points covered		Numerous major and minor points explored		Significant depth given to key topics	
Critical thought	Explores ideas contained in article		Additional unique insights provided		Challenging insights and tie-in to past topics	
Creativity	Minimal exploration of insights		Explores multiple ideas with some risk		Generates unique insights at risk of challenging convention	