



The University of Texas at Austin School of Information

INF 385G - Advanced Usability, Spring 2020

Unique ID: 27590
Time: Wednesdays, 6-9 pm
Room: UTA 1.212

Instructor: Amy Rothbaum, MSIS
Contact: amyrothbaum@utexas.edu
Office hours: Email to request appointment

Course overview:

Advanced usability builds on the foundational skills developed in your usability course by exploring additional generative and evaluative research methodologies, both qualitative and quantitative approaches. This course also introduces strategies for navigating the dynamics of organizations undergoing digital transformations (translation: waterfall-->agile, backlog-driven-->user-centered).

Students will be responsible for self-directed learning and demonstrating understanding through a series of projects, including one for an industry stakeholder. Ample time will be provided during class to work on your course projects. Attendance and participation in group work is critical to your success in this class.

Practitioners with special knowledge of specific class topics will be invited to speak throughout the semester, and students are expected to be engaged, thoughtful, and professional during their visits. I also grant generous extra credit opportunities for attendance and participation in UX-related industry events throughout the semester.

This syllabus is subject to change throughout the semester based on the needs of the class.

Learning outcomes:

- A breadth of knowledge of user research methodologies for understanding users
- Resourcefulness (I won't have all the answers!)
- Application of these skills with an industry partner project



The University of Texas at Austin School of Information

INF 385G - Advanced Usability, Spring 2020

Grading policy:

As this is a master's level course, my expectations for the quality of your submissions is high. Assignments will have a scoring rubric for reference while you complete the assignment. Late assignments will be docked 10% for each day it is late. If there is a reason you may not be able to complete an assignment on time, it is prudent to discuss this with me well in advance of its due date.

Assignments:

All assignments must be received at or before 11:59pm the day it is due. Check Canvas for the most up-to-date assignment descriptions and due dates.

(Grade weight) Individual assignments:

1. (10%) Heuristic evaluation
2. (10%) Streamlined cognitive walkthrough
3. (5%) Peer review - research method presentation
4. (5%) Peer review 1 - industry partner group research project
5. (5%) Peer review 2 - industry partner group research project

(Grade weight) Group assignments:

1. (20%) Research method presentation (with a partner)
2. Industry partner research project (group size to be determined based on final class size)
 - a. (5%) Questions for industry partner
 - b. (5%) Project plan proposal
 - c. (5%) Check-in 1
 - d. (5%) Check-in 2
 - e. (25%) Final presentation

Grades

A	94 - 100	B-	80 - 83.9	D+	67 - 69.9
A-	90 - 93.9	C+	77 - 79.9	D	64 - 66.9
B+	87 - 89.9	C	74 - 76.9	D-	60 - 63.9 (minimum for pass/fail students to pass)
B	84 - 86.9	C-	70 - 73.9	F	Below 60



The University of Texas at Austin School of Information

INF 385G - Advanced Usability, Spring 2020

Required Course Materials:

1. Creswell, J. W., & Poth, C. N. (2018). Qualitative inquiry & research design: Choosing among five approaches (4th ed.). Los Angeles: SAGE Publications.
2. Kumar, V. (2013). 101 design methods: A structured approach for driving innovation in your organization. Hoboken, NJ: Wiley.
3. Spatz, C. (2019). Exploring statistics: Tales of distributions. Conway, AR: Outcrop. ISBN: 978-0-9963392-2-3
4. **FREE:** Ulwick, A. W. (2018). Jobs to be done: Theory to practice. S.I.: Idea Bite Press. <https://jobs-to-be-done-book.com/>
5. **FREE:** Google. People + AI Guidebook: <https://pair.withgoogle.com/>
6. **FREE:** IBM Enterprise Design Thinking Practitioner Course: <https://www.ibm.com/design/thinking/>

Optional reading:

1. Nielsen, J., & Pernice, K. (2010). Eyetracking web usability. Berkeley: New Riders.
2. Sharon, T. (2012). It's our research: Getting stakeholder buy-in for user experience research projects. Morgan Kaufmann. ISBN: 978-0123851307
3. Weinschenk, S.M. (2011). 100 things every designer needs to know about people. Berkeley, CA: New Riders. ISBN: 978-0-321-76753-0



The University of Texas at Austin

School of Information

INF 385G - Advanced Usability, Spring 2020

Additional course information:

- *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/>
- *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).



The University of Texas at Austin

School of Information

INF 385G - Advanced Usability, Spring 2020

Week	Date	Topic	Readings	Assignment
1	Jan 22	<ul style="list-style-type: none">- Introductions- Syllabus/Canvas Review- Overview of assignments- Begin work on Heuristic Evaluation		
2	Jan 29	<ul style="list-style-type: none">- Introduction to Streamlined Pluralistic Walkthroughs- Begin work on Streamlined Pluralistic Walkthrough	Creswell - Ch. 1-3 Kumar - Intro, Mode 1	Jan 31 Heuristic Evaluation Feb 4 - sign up for Research Methods presentations
3	Feb 5	<ul style="list-style-type: none">- Research methods overview- Class discussion- Class time for Streamlined Cognitive Walkthrough	Creswell - Ch. 4 Kumar - Mode 2, Mode 3	
4	Feb 12	<ul style="list-style-type: none">- Class Discussion + group formation- Client kick-off- Begin group work on questions for industry partner	Kumar - Mode 4 Participatory AI Blog Post Embodied Cognition Tutorial	Feb 14 - Streamlined Cognitive Walkthrough Feb 16 - Questions for industry partner
5	Feb 19	<ul style="list-style-type: none">- Research methods overview- Class discussion- Group work - ideation and planning	People + AI Guidebook (Google)	Feb 21 - Project plan



The University of Texas at Austin

School of Information

INF 385G - Advanced Usability, Spring 2020

Week	Date	Topic	Readings	Assignment
6	Feb 26	<ul style="list-style-type: none">- Research methods overview- Class discussion- Group work	Creswell - Ch 5 Kumar - Mode 5	
7	Mar 4	<ul style="list-style-type: none">- Research methods overview- Class discussion- Group work	Creswell - Ch 6 Kumar - Mode 6	Mar 6 - Check-in 1
8	Mar 11	<ul style="list-style-type: none">- Research methods overview- Class discussion- Group work	Creswell - Ch 7 Kumar - Mode 7 Spatz - Ch 1, 2	Mar 13 - Peer Review (Research Methods)
9	Mar 18	Spring Break	No class	Enjoy!
10	Mar 25	<ul style="list-style-type: none">- Class discussion- Group work	Creswell - Ch 8 Spatz - Ch 3, 4	Mar 27 - Peer Review 1 (industry project)
11	Apr 8	<ul style="list-style-type: none">- Class discussion- Group work	Creswell - Ch 10 Spatz - Ch 5, 6	Apr 10 - Check-in 2
12	Apr 15	<ul style="list-style-type: none">- Class discussion- Group work	Spatz - Ch 10 Ulwick - Ch 1, 2	
13	Apr 22	<ul style="list-style-type: none">- Group work	IBM Design Thinking Framework Ulwick - Ch 5	
14	Apr 29	<ul style="list-style-type: none">- Group work		May 1 - Peer review 2 (industry project)
15	May 6	<ul style="list-style-type: none">- Client presentations- Farewell!- Course review		May 6 - Client Presentations