

<b>Subject code:</b> IFI7155	<b>Subject Name:</b> Evaluating the User Experience		
<b>Study load:</b> 5 ECTS	<b>Load of contact hours:</b> 36	<b>Study semester:</b> Spring 2012	Exam
<b>Objectives:</b>	The general goal is to broaden the perceived scope of interaction design by focusing on know how to cater for evaluating user experience main features and to explicitly cater for successfully evaluate the user experience of someone interactions with a product, application or system. Specific goals are: to understand the consequences of fostering user experience concerns in the design processes; on the need to know how to apply its criteria and recommendations; and know how to assess online interactive media usability and metrics.		
<b>Course outline:</b>	Targeting user experience in user centred design processes and tools for measuring user experience.		
<b>Learning Outcomes:</b>	Students recognize main user experience concerns and metrics and know how to apply its criteria and recommendations. Students recognize how to evaluate user experience in user centred design processes and know how to apply tools for measuring user experience.		
<b>Assessment Methods:</b>	Exam based upon: Evaluating user experience workshop, 60% of final grade; Critiqued book readings (assess over their rational, depth and reference soundness), 30% of final grade. Active Participation (assess the relevance of the comments and contributions on workshop report and book reading concepts), 10% of final grade.		
<b>Teacher(s):</b>	Sónia Sousa, PhD Mati Mottus, MSc		
<b>Subject name in Estonian:</b>	Kasutajakogemuse hindamine		
<b>Prerequisite subjekt(s):</b>			
<b>Compulsory Literature:</b>	Tullis, 2008. Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics. Morgan Kaufmann. Kuniavsky, Mike. 2003. Observing the User Experience: A Practitioner's Guide to User Research. Morgan Kaufmann.		
<b>Replacement Literature:</b>	<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> <a href="http://www.allaboutux.org/">http://www.allaboutux.org/</a> <a href="http://en.wikipedia.org/wiki/Usability">http://en.wikipedia.org/wiki/Usability</a> <a href="http://en.wikipedia.org/wiki/User_experience">http://en.wikipedia.org/wiki/User_experience</a>		
<b>Participation and Exam requirements:</b>	Students are required to: Participate in all activities, including the online sessions; Participate and report on an evaluating user experience workshop (group activity); and To elaborate two critique book reading cards (individual activity).		
<b>Independent work:</b>	To elaborate two critique book reading cards. Students should select at least one chapter from each of the reading lists (usability metrics and		

	user experience).
<b><i>Grading criteria scale or the minimal level necessary for passing the subject:</i></b>	<p>Grading criteria (usability and accessibility workshops):</p> <p>A - 90-100% of the work is done - excellent: outstanding work with only few minor errors.</p> <p>B - 80-90% of the work is done - very good: above average work but with some minor errors.</p> <p>C - 70-80% of the work is done - good: generally good work with a number of notable errors.</p> <p>D - 60-70% of the work is done - satisfactory: reasonable work but with significant shortcomings.</p> <p>E - 50-60% of the work is done - sufficient: passable performance meeting the minimum criteria.</p> <p>F- less than 50% of the work is done - fail: more work is required before the credit can be awarded.</p> <p>Grading criteria (reading cards):</p> <p>A - excellent: the article is soundly situated in its context and the depth and soundness of the reading card reflects a comprehensive understanding of all relevant issues.</p> <p>B - very good: above average: the article is soundly situated in its context but the depth and soundness of the reading card reflects a moderate understanding of all relevant issues.</p> <p>C - good: the article is situated in its context and the depth and soundness of the reading card reflects a moderate of all relevant issues.</p> <p>D - satisfactory: the article is situated in its context but the depth and soundness of the reading card reflects a superficial understanding of relevant issues.</p> <p>E - sufficient: the article is loosely situated in its context and the depth and soundness of the reading card reflects a superficial understanding of relevant issues.</p> <p>F- fail: more work is required before the credit can be awarded.</p>
<b><i>Information about the course:</i></b>	<p>Schedule:</p> <p>26.01 (2 hours) User experience and evaluating user experience.</p> <p>26.01 (4 hours) Evaluating user experience workshop. Reading cards presentation.</p> <p>9.02 (2 hours) Usability and usability metrics.</p> <p>9.02 (4 hours) Evaluating user experience workshop. Reading cards presentation.</p> <p>February/ March / April (18 hours) Groups online discussion. Design a case study designing for user experience</p> <p>4.05 (2 hours) workshop. Designing for user experience workshop.</p> <p>4.05 (4 hours) Presentation and discussion of the workshop reports.</p> <p>Other relevant dates: The reading cards should be submitted first one on 10.03 and the second one on 14.04.</p>