

**Course Objectives**

Develop skills in usability and UX assessment. After this course, you should be able to

- Identify methods of usability and UX assessment
- Know which methods to use in varying scenarios
- Develop and conduct a usability protocol
- Analyze data to write useful recommendation reports

**Required Readings**

- Barnum, C. *Usability Testing Essentials*. 2011.
- Krug, S. *Don't Make Me Think*. 2014.
- All others available through Canvas

**Attendance**

You have three free absences. Your final semester grade will be dropped one full letter grade for each subsequent absence. Your absences are yours to use however you need, including illness and extracurriculars. Whatever the reason, absences are absences. You're also absent if you don't show up, are 5+ minutes late, or leave early. You are responsible for all material covered and all assignments made (this doesn't mean coming to me before class to ask what you missed in the last class). Note that attendance also means being mentally present and prepared.

**Lake Work**

Late homework/daily grades will not be given. Major assignments may be turned in late, losing one letter grade per day late. Since assignments are turned in via Canvas, point deductions will be incurred for Saturday and Sunday.

**Emergency Procedures**

We will follow UNT's emergency procedures. Eagle Alert is the primary system for UNT, and it communicates emergency message to the campus community.

**ADA**

If you have a disability, please advise me by **week 2**. "The University of North Texas makes reasonable academic accommodations for students with disabilities. Students seeking accommodations must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a

private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information, call the Office of Disability Accommodation at 940.565.423 or visit <https://disability.unt.edu/>.

**Sexual Harassment and Assault**

UNT is committed to providing an environment free of discrimination, sexual harassment, sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced any of these acts of aggression, please know that you are not alone. UNT has staff members trained to support you in campus life, accessing health and counseling services, providing academic and housing accommodations, help with legal protective orders, and more. The Dean of Students' website offers a range of on-campus and off-campus resources to help support survivors depending on their needs.

**Academic Integrity**

All work must be your own. Any use of another's work without assigning credit is plagiarism. In my experience, students who plagiarize are either overwhelmed by the assignment and feel no choice but to plagiarize or think that appropriating a small amount isn't plagiarism. For more details, read UNT's academic integrity policy. Common forms of academic dishonesty seen in TECM 4300 include:

- Fabrication of data (F in course)
- Cheating (0 on assignment)
- Helping others in academic dishonesty (F in course)
- Plagiarism (0 on assignments)

**Assignments**

- 10% - Homework, daily work, in-class stuff
  - 10% - Attendance, professionalism, engagement
  - 20% - Heuristic Evaluation (group project)
  - 25% - Moderated Usability (group project)
  - 20% - Unmoderated Usability (group project)
  - 15% - Final responses
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**Class Schedule--Subject to change as needed**

Day	Class Topic	Readings and Assignments Due (start of class)
Aug 29	<ul style="list-style-type: none"> <li>Overview of class, introductions</li> <li>What is Usability? What is UX?</li> <li>Lab orientation</li> </ul>	<a href="#">Google Group Work Survey</a> (due end of class)
Sep 5	<ul style="list-style-type: none"> <li>Card Sorting (some work done in class)</li> <li>Personas</li> <li>Introduction to groups</li> <li>Introduction to first assignment</li> </ul>	Read Usability Testing Ch. 1-2 Read Don't Make me Think Ch. 1-2 <a href="#">Improving Information Architecture: Card Sorting</a> <a href="#">Card sorting a definitive guide</a> <a href="#">Dancing with the Cards</a> <a href="#">Create UX Personas</a> <a href="#">Personas</a>
Sep 12	<ul style="list-style-type: none"> <li>Peer review Card Sort report</li> <li>Heuristic Evaluations</li> <li>Writing reports</li> <li>Card Sort Matrix (how to)</li> </ul>	Card Sort draft due for Peer Review (beginning of class) Read Usability Testing Ch. 3-4 Read Don't Make me Think Ch. 3-4 <a href="#">Heuristic Evaluations: A guide</a> Read "Usability Report Guidelines" on Canvas
Sep 19	<ul style="list-style-type: none"> <li>Presenting 101</li> <li>Makeup any material needed from last class</li> <li>1:1 with Mrs. Hood on Heuristic Eval progress</li> </ul>	Card sort final project is due Read Usability Testing Ch. 5 Read Don't Make Me Think Ch. 5 Complete draft complete heuristics for 1:1 eligibility
Sep 26	<ul style="list-style-type: none"> <li>Final HE report is due</li> <li>Presentation is due</li> <li>Introduce usability assignment</li> </ul>	Final is due, and presented to class (20% of grade) Read Usability Testing Ch. 6 Read Don't Make Me Think Ch. 6
Oct 3	<ul style="list-style-type: none"> <li>Usability 101</li> <li>How to use Excel to create charts in Word</li> <li>Use class time to prepare scenarios and tasks</li> </ul>	Read Don't Make Me Think Ch. 8-9 Usability protocol, plan for completing work (end of class) Read <a href="#">Scenarios</a>
Oct 10	<ul style="list-style-type: none"> <li>Usability workshop – conduct sessions, work on report template, ask me questions, etc.</li> <li>Report Comparison Exercise (done in class)</li> <li>Writing Recommendations 101</li> </ul>	Read Usability Testing 7-8
Oct 17	<ul style="list-style-type: none"> <li>Peer review reports</li> <li>Practice presentations</li> <li>1:1s w/ me</li> </ul>	Questions for industry guest due Final reports due for 1:1 feedback Read Usability Testing Ch. 9
Oct 24	<ul style="list-style-type: none"> <li><b>Industry guest visit</b></li> <li>Final presentations of Moderated Usability Project</li> </ul>	Final Moderated Usability report (25% of grade)
Oct 31	<ul style="list-style-type: none"> <li>No class–catch up day</li> </ul>	Annotation due Group eval due
Nov 7	<ul style="list-style-type: none"> <li>Work on unmoderated assignment in class</li> <li>1:1s with me on unmoderated protocol</li> <li>Begin setting up unmoderated study on usertesting.com</li> </ul>	Watch <a href="#">"The Art of Choosing" by Sheena Iyengar</a> Protocol for unmoderated assignment
Nov 14	<ul style="list-style-type: none"> <li>World Usability Day,</li> <li>Peer review Unmoderated reports.</li> <li>How does UX fit into the Larger Software Cycle?</li> </ul>	Read Don't Make me Think Ch. 10-11 Watch <a href="#">Transforming healthcare for children and their families</a>
Nov 21	<ul style="list-style-type: none"> <li>The ROI of good UX</li> <li>Optional Camtasia training via lab</li> <li>1:1s with me on final unmoderated report</li> </ul>	WUD Extra Credit Read Don't Make me Think Ch. 12-13 <a href="#">The ROI of UX Research: Questions and Answers</a> Watch the ROI of UX by HFI <a href="#">ROI</a>

Nov 28	<ul style="list-style-type: none"> <li>• Thanksgiving break</li> </ul>	
Dec 5	<ul style="list-style-type: none"> <li>• Last “real” class day</li> <li>• Turn in final project</li> <li>• Write final reflection piece in class (individual)</li> </ul>	Read <a href="#">"When to use Which Research Methods"</a> Unmoderated report due (25% of grade) Recommendation prompts (done in class)
Dec 12	Final Exam Period—No class, but I will be available as needed	