

CENTER FOR INNOVATIVE TECHNOLOGIES
MASTER COURSE DOCUMENT

TC 235 User Experience Design and Usability Assessment (Cross Listed as ENG 235)

Course Description: A course on concepts and techniques for designing and testing online products used by varied audiences. Topics include: principles of user experience design, developing qualitative and quantitative test materials, implementing tests, and reporting on test results.

Prerequisites(s): 6 credits of English Composition and WEB 111 (minimum grade C for all) **Corequisite(s):** No corequisite

Lecture Hours: 2	Lab Hours: 3	Credit Hours: 3
Lab Fee: 105	Supplemental Fee: 0	Purpose:
<input type="checkbox"/> Transfer Assurance Guide Course (TAG)	<input type="checkbox"/> Transfer Module Course (TM)	
Course Format: Lec/Lab	Grading: A/B/C/D/F/I	
Delivery Method: <input type="checkbox"/> Web	<input type="checkbox"/> Hybrid	<input type="checkbox"/> X Classroom
Semesters Offered: <input type="checkbox"/> Fall	<input type="checkbox"/> X Spring	<input type="checkbox"/> Summer

Course Primary Text:

Title: Usability Testing Essentials	Edition: 1st
Author(s): Carol Barnum	
Publisher: Morgan Kaufmann	

Supplemental Materials:

The Concise Wadsworth Handbook, 3 rd ed., Kirsznner & Mandell (Cengage)
Usability-related websites

Course Outcomes:

1	Understand key concepts and techniques used, and the challenges faced, by professionals in the fields of usability assessment, user experience design (UX), and human-computer interaction (HCI).
2	Understand consumer/user interactions with products, including functional, behavioral, and cognitive interactions.
3	Gain knowledge and develop skills required to critically evaluate and effectively design usable products, with emphasis on website design.
4	Assess and report, using formal and informal processes, on the usability of a variety of products, especially websites.
5	Practice (through writing, discussion, and presentation) applying criteria for high-quality professional communication, in writing and speaking.
6	Use a wiki for collaborative research and writing.
7	Participate effectively as a member of a productive work team.

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Course Topics:

Week 1	Definitions of usability and user experience; evaluate usability problems
Week 2	History of human factors & user experience research; continue evaluating usability problems
Week 3	Prepare audience personas
Week 4	Conduct and write report on a trunk test (site navigation); begin planning for a user-focused website
Week 5	Prepare site assessment report and client interview plan
Week 6	Prepare initial research plan for collecting user experience data
Week 7	Continue revising research and interview plans
Week 8	Write initial usability test goals and measurement standards; conduct client interviews
Week 9	Compile interview results; revise test goals and measurements
Week 10	Prepare draft test plan and test materials (prototype website pages)
Week 11	Revise test plan; conduct initial prototype testing; prepare test report
Week 12	Revise test plan; conduct and report on expert heuristic assessment of prototype site
Week 13	Prepare formal test plan and test materials (revise prototype)
Week 14	Revise test plan and test materials; conduct formal testing
Week 15	Report (oral presentation and written report) on test results

Methods of Evaluation/Assessment

Discussion
Quizzes
Conduct research related to products and audiences
Prepare formal research plans
Prepare formal research reports
Deliver presentations on research results

Course Keeper: Pam Ecker

Date Completed: 9-30-2013