# Course Syllabus





# GIT 542: Usability and User Experience

# **Section 1: Course Overview**

#### **Instructor Information**

Instructor: Prof. Jordan Ottesen

Email: jottese1@asu.edu

Office Hours: By Appointment

#### **Course Description**

In this 15-week online course, we will develop an understanding of the user experience (UX) design process and will focus on applying the relevant design skills for the optimal user experience in a website design. We examine how users interact with websites, and how to create designs that focus on positive user experiences. We explore different techniques for reviewing websites for usability issues. Also, we review case studies about the effects of usability and user experience on users. We will also develop your understanding of how the same principles and skills can be applied to the design of any product or service people use in their daily lives.

#### **Course Credit**

• 3 credit hours

This course requires approximately 135 hours of work. Please expect to spend around **9 hours each** week preparing for and actively participating in this course.

## **Enrollment Requirements**

Graduate student and/or 4+1 student

#### **Textbook & Course Materials**

#### Required textbooks:

• Don't Make Me Think Revisited (3<sup>rd</sup> Edition) by Steve Krug (ISBN-13: 978-0321965516). This book is available for purchase through the <u>ASU Bookstore</u> ⇒ (<a href="https://www.bkstr.com/arizonastatestore/shop/textbooks-and-course-materials">https://www.bkstr.com/arizonastatestore/shop/textbooks-and-course-materials</a>), as well as several online retailers, including Amazon ⇒ (http://www.amazon.com/Dont-Make-Think-Revisited-

<u>Usability/dp/0321965515/ref=sr\_1\_1?ie=UTF8&qid=1437522459&sr=8-1&keywords=don%27t+make+me+think+revisited</u>) and <u>Peachpit</u> ⇒ (<a href="https://www.peachpit.com/store/dont-make-me-think-revisited-a-common-sense-approach-9780321965516">https://www.peachpit.com/store/dont-make-me-think-revisited-a-common-sense-approach-9780321965516</a>).

Laws of UX by Jon Yablonski (ISBN-13: 978-1-492-05531-0). This book is available through several online retailers, including <u>Amazon</u> ⇒ (<a href="https://www.amazon.com/Laws-UX-Psychology-Products-Services/dp/149205531X/">https://www.amazon.com/Laws-UX-Psychology-Products-Services/dp/149205531X/</a>) and <u>Bookshop.org</u> ⇒ (<a href="https://bookshop.org/books/laws-of-ux-using-psychology-to-design-better-products-services/9781492055310">https://bookshop.org/books/laws-of-ux-using-psychology-to-design-better-products-services/9781492055310</a>).

#### **Required Software:**

You should have current popular Web browsers installed on your computer. In addition, you will need to use a prototyping software for an assignment later in the course. It is recommended that you download and familiarize yourself with one if you don't have experience. Suggested prototyping software include:

- Figma : (https://www.figma.com/education/) (Professional option free for students!)

Additional prototyping tools exist; the three listed are available for free. You can use another prototyping software that you have access to through work or a subscription.

#### Help:

For technical support, use the Help icon in the black global navigation menu in your Canvas course or call the ASU Help Desk at +1-(855) 278-5080. Representatives are available to assist you 24 hours a day, 7 days a week.

#### Additional online resources:

- <a href="https://www.usability.gov/">https://www.usability.gov/</a>)
- <a href="http://uxpamagazine.org/">http://uxpamagazine.org/</a>)
- <a href="https://www.nngroup.com/">https://www.nngroup.com/</a>)
- <a href="https://www.ideo.com/">https://www.ideo.com/</a>)
- <a href="https://www.uxpaarizona.org/">https://www.uxpaarizona.org/</a>)

# **Course Objectives**

At the completion of this course, students will be able to:

- Recognize ways that users interact with systems with an emphasis on websites and web applications
- Identify the elements of the user experience and the typical activities in the UX design process
- Organize and categorize information on a system to increase flow and usability
- Analyze a system for usability issues using a range of methods

**Note:** We use the word "system" to denote a collection of components brought together to support some human need – this includes a wide range of things from the organization of a library or university to that of a hard (e.g. automobile, TV remote control) or soft product (e.g. website or software application).

Given a primary focus will be web-based systems, web design experience would be helpful, as you will be creating a design for a website or web application.

#### **Student Learning Outcomes**

The following outcomes are based on the topic or topics covered in each module:

- Introduce the user experience elements.
- Introduce heuristic evaluations.
- Discuss what "good" content is and how to achieve it.
- Evaluate industry-standard heuristics and severity scales.
- Explain the importance of user needs and site objectives.
- Discuss techniques for performing user research.
- Discuss the elements of a successful persona.
- Introduce user stories and acceptance criteria.
- Identify key web design and layout concepts.
- Define high-fidelity and low-fidelity sketching and prototyping.
- Define usability and discuss usability characteristics.
- Identify steps and best practices for preparing usability testing materials.
- Identify steps and best practices for conducting usability tests.
- Demonstrate and discuss ways to analyze quantitative and qualitative data.
- Define elements of usability reports and presentations.

# **Section 2: Course Policies**

#### How to Succeed in this Course

- · Check the course shell daily.
- Read all announcements.
- Read and respond to course email messages as needed.
- Check your official ASU email regularly. All instructor correspondence will be sent to your ASU email
  account.
- Communicate with your instructor and group mates.
- Create a study schedule so that you do not fall behind on assignments.

# **Grading**

Grades reflect your performance on assignments and peer review activities, in addition to adherence to deadlines. A total of 825 points is possible for the course, and the percentage breakdown is as follows:

Assessments and Percentages

Assessment	Percentage

Course Discussion Activities	4%
Peer Review Activities	12%
Project Assignments	83%

# The grade scale for the course is:

Letter Grades and Percentage Range

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Grade	Range
A+	97 – 100
А	94 – 96
A-	90 – 93
B+	87 – 89
В	84 – 86
B-	80 – 83
C+	77 – 79
С	70 – 76
D	60 – 69
E	0 – 59

# **Submitting Assignments**

All assignments, unless otherwise announced, MUST be submitted to the designated area of Canvas. Do not submit an assignment via email. Graded assignments will be available within six (6) days of the due date via the Gradebook.

### **Late or Missed Assignments**

For every 24 hours an assignment is missed, 20% of the grade for the assignment will be removed, starting at 1 minute past the deadline. That means if it's 1 minute to 24 hours late, it's late and 20% will be removed; if it's 24 hours and 1 minute to 48 hours late, 40% is removed, etc. After four (4) days, the assignment grade will be 0. **Note**: **This applies only to assignments**. Peer reviews, discussions and extra credit must be completed by the deadline or a 0 will be issued as the grade.

Notify the instructor **BEFORE** an assignment is due if an urgent situation arises and the assignment will not be submitted on time. Published assignment due dates (Arizona Mountain Standard time) are firm.

#### **Course Plagiarism Policy**

As noted under the **Plagiarism** heading in Section 4 (University Policies), the work produced in this course must be the student's own work in the student's own words. In this course, copying another student's or any other source's work without proper paraphrasing, quoting and/or citations is considered plagiarism and will result in the following sanctions:

- 1st instance\*: warning
- 2nd instance\*: 0 for the associated rubric item for assignment
- 3rd instance\*: 0 for assignment and academic integrity violation report filed with the college

#### **Absence Policies**

Absences considered to be excused (when the instructor is notified prior to the date) include:

- absences related to religious observances/practices that are in accord with <u>ACD 304–04</u>,
   <u>"Accommodation for Religious Practices (https://www.asu.edu/aad/manuals/acd/acd304-04.html)"</u>
- absences related to university-sanctioned events/activities that are in accord with <u>ACD 304–02</u>,
   "Missed Classes Due to University-Sanctioned Activities
   (https://www.asu.edu/aad/manuals/acd/acd304-02.html)
- absences related to missed class due to military line-of-duty activities that are in accord with <u>ACD</u>
   304–11, "Missed Class Due to Military Line-of-Duty Activities
   (<a href="https://www.asu.edu/aad/manuals/acd/acd304-11.html">https://www.asu.edu/aad/manuals/acd/acd304-11.html</a>)," and SSM 201–18, "Accommodating Active Duty Military"

# **Drop and Add Dates/Withdrawals**

This course adheres to a compressed schedule and may be part of a sequenced program, therefore, there is a limited timeline to <u>drop or add the course (https://students.asu.edu/drop-add)</u>. Consult with your advisor and notify your instructor to add or drop this course. If you are considering a withdrawal, review the following ASU policies: <u>Withdrawal from Classes (https://students.asu.edu/forms/withdrawal)</u>

, <u>Medical/Compassionate Withdrawal (https://students.asu.edu/forms/medical-compassionate-withdrawal-request)</u>, and a <u>Grade of Incomplete (https://students.asu.edu/grades)</u>.

## **Grade Appeals**

Grade disputes must first be addressed by discussing the situation with the instructor. If the dispute is not resolved with the instructor, the student may appeal to the department chair per the <u>University</u> <u>Policy for Student Appeal Procedures on Grades (https://catalog.asu.edu/appeal)</u>.

#### **Course Evaluation**

Students are expected to complete the course evaluation. The feedback provides valuable information to the instructor and the college and is used to improve student learning. Students are notified when the online evaluation form is available.

## Syllabus Disclaimer

This syllabus is to be used as a guideline only. The information provided is a summary of topics to be covered in the class. Information contained in this document such as assignments, grading scales, due dates, office hours, required textbooks are subject to change. Students will be notified accordingly.

#### **Course Content Copyright**

The contents of this course, including lectures (Zoom recorded lectures included) and other instructional materials, are copyrighted materials. Students may not share outside the class, including uploading, selling or distributing course content or notes taken during the conduct of the course. Any recording of class sessions is authorized only for the use of students enrolled in this course during their enrollment in this course. Recordings and excerpts of recordings may not be distributed to others.

# **Section 3: Class Schedule**

#### Schedule Overview

The course is divided into 8 modules:

Module 1 Course Introduction

Module 2 UX Process & Strategies

Module 3 Content & User Research

Module 4 Synthesizing User Data

Module 5 Usability Testing Materials

Module 6 Conducting Test & Data Analysis

Module 7 Prototyping Solutions & Usability Recommendations

#### **Course Schedule**

Assignments are due by **11:59pm Arizona time** on the date listed on the assignment instructions page. **Pay attention to due dates**, as they may be on different days of the week. Also, some modules may span less or more than one week.

#### Module 1

Module 1: Course Introduction			
View Lectures Lecture: Course Introduction Tim Brown TEDTalk			
Read	ead Course syllabus		
Course Discussion	Introduce Yourself (10 points)	Due: 1/10	
Course Discussion	Post one bad example of UX (15 points)	Due: 1/10	
Course Discussion	Post one good example of UX (15 points)	Due: 1/10	

### Module 2

Module 2: UX Process & Strategies			
View Lectures Lecture: UX Process and Strategies			
Read  Krug book chapter 1  Yablonski book chapters 1 & 5  Additional Materials in Module			
Assignment (discussion post)	Assignment 1: Introduce Your Site (25 points)	Due: 1/17	
Assignment	Assignment 2: UX Workbook (30 points)	Due: 1/17	

#### Module 3

Module 3: Content & User Research			
View Lectures  Lecture: Expert Review/Heuristic Evaluation  Lecture: Content  Lecture: User Research			
Read	Yablonski book chapter 3, 4 & 10 Additional Materials in Module		
Assignment	Assignment 3: Heuristic Evaluation (50 points)	Due: 1/24	

Assignment	Assignment 4: User Research (50 points)	Due: 2/7	
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### Module 4

Module 4: Synthesizing User Data			
View Lectures	Lecture: Personas Lecture: User Stories		
Read	Read Krug book chapters 2-4 Yablonski book chapter 6 Additional Materials in Module		
Assignment (to Group Discussion Board)	Assignment 5: Personas (60 points)	Due: 2/17	
Assignment	Assignment 6: User Stories (60 points)	Due: 2/17	
Group Discussion / Peer Review	Assignments 5/6 Links & Peer Reviews (50 points)	Due: 2/21	

## Module 5

Module 5: Usability Testing Materials			
3/5-3/12	SPRING BREAK - ENJOY!		
View Lectures Lecture: Usability Testing Materials			
Read  Krug book chapters 6-8  Yablonski book chapter 7  Additional Materials located in Module			
Assignment (to Group Discussion Board)	Assignment 7: Usability Testing Materials & Write-up (75 points)	Due: 3/4	
Group Discussion / Peer Review	Assignment 7 Links & Peer Reviews (25 points)	Due: 3/6	

## Module 6

Module 6: Conducting Test & Data Analysis	
View Lectures	Lecture: Usability Testing Lecture: Analysis of Usability Data
Read	Krug book chapter 9 Additional Materials located in Module

<u> </u>			
Assignn	nent	Assignment 8: Usability Testing Spreadsheet (100 points)	Due: 3/20

### Module 7

Module 7: Prototyping Solutions			
View Lectures  Lecture: Systems Design Considerations  Lecture: Layout and Design  Lecture: Sketching and Prototyping			
Read Yablonski book chapters 2, 9 & 12 Additional Materials located in Module			
Assignment (to Group Discussion Board)	Assignment 9: Prototype Drafts (30 points)	Due: 4/1	
Group Discussion / Peer Review	Assignment 9 Links & Peer Reviews (25 points)	Due: 4/3	
Assignment	Assignment 10: Prototypes	Due: 4/26	

Module 8: Usability Recommendations				
View Lectures	Lecture: Presenting Usability Recommendations			
Read	Additional Materials located in Module			
Assignment	Assignment 11: Usability Recommendations (150 points)	Due: 4/26		
Peer Review	Peer Review of Group Survey (10 points)	Due: 4/26		

# **Section 4: University Policies**

#### **Classroom Behavior**

For in-person courses: Cell phones and pagers must be turned off during class to avoid causing distractions. The use of recording devices is not permitted during class.

For in-person and online courses: Any violent or threatening conduct by an ASU student in this class will be reported to the ASU Police Department and the Office of the Dean of Students. See <a href="SSM 104-02">SSM 104-02</a> (<a href="https://www.asu.edu/aad/manuals/ssm/ssm104-02.html">https://www.asu.edu/aad/manuals/ssm/ssm104-02.html</a>), "Handling Disruptive, Threatening, or Violent Individuals on Campus."

#### **Academic Integrity & Copyright Laws**

One of the core topics of this course is academic integrity. You will be discussing it further throughout the course. ASU expects and requires all its students to act with honesty and integrity, and respect the rights of others in carrying out all academic assignments. Fulton Schools of Engineering takes academic integrity VERY seriously. The Fulton Honor Code will be discussed during a future class.

Students in this class must adhere to ASU's academic integrity policy, which can be found at <a href="https://provost.asu.edu/academic-integrity/policy">https://provost.asu.edu/academic-integrity/policy</a>). Students are responsible for reviewing this policy and understanding each of the areas in which academic dishonesty can occur. In addition, all engineering students are expected to adhere to both the ASU Academic Integrity <a href="https://provost.asu.edu/academic-integrity/honor-code">honor Code (https://provost.asu.edu/academic-integrity/honor-code</a>) and the Fulton Schools of Engineering <a href="https://engineering.asu.edu/ira-a-fulton-schools-of-engineering-honor-code">honor-code</a>). All academic integrity violations will be reported to the Fulton Schools of Engineering Academic Integrity Office (AIO). The AIO maintains record of all violations and has access to academic integrity violations committed in all other ASU college/schools.

Course content, including lectures, are copyrighted materials and students may not share outside the class, upload to online websites not approved by the instructor, sell, or distribute course content or notes taken during the conduct of the course (see <a href="ACD 304-06">ACD 304-06</a> (<a href="https://www.asu.edu/aad/manuals/acd/acd304-06.html">https://www.asu.edu/aad/manuals/acd/acd304-06.html</a>), "Commercial Note Taking Services" and ABOR Policy <a href="5-308 F.14">5-308 F.14</a> <a href="#">Chttps://public.azregents.edu/Policy%20Manual/5-308-Student%20Code%20of%20Conduct.pdf">5-308 F.14</a> <a href="#">Chttps://public.azregents.edu/Policy%20Manual/5-308-Student%20Code%20of%20Conduct.pdf</a>) for more information).

You must refrain from uploading to any course shell, discussion board, or website used by the course instructor or other course forum, material that is not the student's original work, unless the students first comply with all applicable copyright laws; faculty members reserve the right to delete materials on the grounds of suspected copyright infringement.

#### **Plagiarism**

Although ASU encourages collaboration between students, and faculty, in the sharing of ideas and experiences, individual work needs to represent the student's original thought and be distinguishably different from other students' work. Copying from other people's work in part or in whole will result in a

ZERO grade for the whole work. Recurring plagiarism will result in obtaining an XE and reporting each student's misconduct.

#### **Threatening Behavior Policy**

Students, faculty, staff, and other individuals do not have an unqualified right of access to university grounds, property, or services (see <u>SSM 104-02 (https://www.asu.edu/aad/manuals/ssm/ssm104-02.html)</u>). Interfering with the peaceful conduct of university-related business or activities or remaining on campus grounds after a request to leave may be considered a crime. All incidents and allegations of violent or threatening conduct by an ASU student (whether on- or off-campus) must be reported to the ASU Police Department (ASU PD) and the Office of the Dean of Students.

#### **Harassment and Sexual Discrimination**

Arizona State University is committed to providing an environment free of discrimination, harassment, or retaliation for the entire university community, including all students, faculty members, staff employees, and guests. ASU expressly prohibits discrimination, harassment, and retaliation by employees, students, contractors, or agents of the university based on any protected status: race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity, and genetic information.

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <a href="https://sexualviolenceprevention.asu.edu/faqs">https://sexualviolenceprevention.asu.edu/faqs</a> (https://sexualviolenceprevention.asu.edu/faqs).

As a mandated reporter, I am obligated to report any information I become aware of regarding alleged acts of sexual discrimination, including sexual violence and dating violence. ASU Counseling Services, <a href="https://eoss.asu.edu/counseling">https://eoss.asu.edu/counseling</a> (https://eoss.asu.edu/counseling), is available if you wish to discuss any concerns confidentially and privately. ASU online students may access 360 Life Services, <a href="https://goto.asuonline.asu.edu/success/online-resources.html">https://goto.asuonline.asu.edu/success/online-resources.html</a>).

# **Disability Resources**

Any students who have special needs or need accommodations in this course are encouraged to communicate with me as soon as possible to make appropriate arrangements for these accommodations. The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. One element of this legislation requires that all qualified students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities.

If you believe you have a disability requiring an accommodation please contact the Disability Resource Center (DRC) at ASU Polytechnic located in Student Affairs Quad # 4 or call 480-727-1039 / TTY: 480-727-1009. Please note that students who may need accommodations must register with the ASU Disability Resource Center and provide documentation of that registration to the instructor. Students should communicate the need for an accommodation in sufficient time for it to be properly arranged. See <a href="ACD 304-08 Classroom and Testing Accommodations for Students with Disabilities">ACD 304-08 Classroom and Testing Accommodations for Students with Disabilities</a> (<a href="https://www.asu.edu/aad/manuals/acd/acd304-08.html">https://www.asu.edu/aad/manuals/acd/acd304-08.html</a>).

### **Technical Support**

For technical support, use the Help icon in the black global navigation menu in your Canvas course or call the ASU Help Desk at +1-(855) 278-5080. Representatives are available to assist you 24 hours a day, 7 days a week.

- This course uses Canvas to deliver content. It can be accessed through MyASU at
   <a href="http://my.asu.edu">http://my.asu.edu</a> (http://my.asu.edu</a>) or the Canvas home page at <a href="https://myasucourses.asu.edu">https://myasucourses.asu.edu</a>)
- To monitor the status of campus networks and services, visit the System Health Portal at http://syshealth.asu.edu/ (http://syshealth.asu.edu/)

# **Course Summary:**

Date	Details Due
Wed Jan 10, 2024	Fix Discussion Board: Introduce         Yourself       due by 11:59pm         (https://canvas.asu.edu/courses/175002/assignments/4766958)
	Discussion Board: Post one bad example of UX (https://canvas.asu.edu/courses/175002/assignments/4766955)
	Discussion Board: Post one  good example of UX  (https://canvas.asu.edu/courses/175002/assignments/4766954)
Wed Jan 17, 2024	Assignment 2: UX Workbook (https://canvas.asu.edu/courses/175002/assignments/4766961)
	Discussion Board:  Assignment 1: Introduce Your Site due by 11:59pm  (https://canvas.asu.edu/courses/175002/assignments/4766957)
Wed Jan 24, 2024	Assignment 3: Heuristic due by 11:59pm  Evaluation

Date	Details	Due
	(https://canvas.asu.edu/courses/175002/assignments/4766962)	
Wed Feb 7, 2024	Assignment 4: User Research  (https://canvas.asu.edu/courses/175002/assignments/4766963)	due by 11:59pm
Sat Feb 17, 2024	Assignment 5: Personas  Creation  (https://canvas.asu.edu/courses/175002/assignments/4766964)	due by 11:59pm
	Assignment 6: User Stories  (https://canvas.asu.edu/courses/175002/assignments/4766965)	due by 11:59pm
		due by 11:59pm
Wed Feb 21, 2024	Group Discussion Board: Assignments 5/6 Links & Peer Reviews (https://canvas.asu.edu/courses/175002/assignments/4766956)	due by 11:59pm
Mon Mar 4, 2024	Assignment 7: Usability  Testing Materials & Write-up  (https://canvas.asu.edu/courses/175002/assignments/4766966)	due by 11:59pm
Wed Mar 6, 2024	Group Discussion Board:  Assignment 7 Links & Peer  Reviews  (https://canvas.asu.edu/courses/175002/assignments/4766953)	due by 11:59pm
Wed Mar 20, 2024	Assignment 8: Usability  Testing and Reporting Data  (https://canvas.asu.edu/courses/175002/assignments/4766967)	due by 11:59pm
Mon Apr 1, 2024	Assignment 9: Prototype  Drafts  (https://canvas.asu.edu/courses/175002/assignments/4766968)	due by 11:59pm
Wed Apr 3, 2024	Group Discussion Board: Assignments 9 Links & Peer Reviews (https://canvas.asu.edu/courses/175002/assignments/4766952)	due by 11:59pm

Date	Details	Due
	Assignment 10: Prototypes (https://canvas.asu.edu/courses/175002/assignments/4766959)	due by 11:59pm
Fri Apr 26, 2024	Assignment 11: Usability  Recommendations  (https://canvas.asu.edu/courses/175002/assignments/4766960)	due by 11:59pm
		due by 11:59pm
	Extra Credit Assignment:  Accessibility Audit  (https://canvas.asu.edu/courses/175002/assignments/4766969)	
	<b>Group Participation</b> (https://canvas.asu.edu/courses/175002/assignments/4766970)	