

<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 2014	Exam
<b>Objectives:</b>	The goal of the course is to highlight the experiential, affective, meaningful and valuable aspects of human-computer interaction as a complement to pragmatic attributes such as utility, ease of use and efficiency of the system.		
<b>Course outline:</b>	User experience: concepts and terminology User experience evaluation: methods, tools, metrics and criteria.		
<b>Learning Outcomes:</b>	Students recognize the main user experience concepts and terminology and understand their role in the context of human-computer interaction. Students are aware of the main user experience evaluation methods and are able to select them. Students know how to apply selected user experience evaluation tools and are able to interpret their results based on specific metrics and criteria.		
<b>Assessment Methods:</b>	Exam based upon: Exercises (30%) + Project (45%) + Critiqued book readings (20%) + Participation (5%).		
<b>Teacher(s):</b>	Sónia Sousa, PhD Mati Mottus, MSc		
<b>Subject name in Estonian:</b>	Kasutajakogemuse hindamine		
<b>Prerequisite subjekt(s):</b>	None.		
<b>Compulsory Literature:</b>	Elizabeth Goodman, Mike Kuniavsky, Andrea Moed. 2012. Observing the User Experience, Second Edition: A Practitioner's Guide to User Research. Morgan Kaufmann.  Tullis, 2008. Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics. Morgan Kaufmann.  Gilbert Cockton, Usability Evaluation, <a href="http://www.interaction-design.org/encyclopedia/usability_evaluation.html">http://www.interaction-design.org/encyclopedia/usability_evaluation.html</a>		
<b>Replacement Literature:</b>	Marc Hassenzahl, User Experience and Experience Design, <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>		
<b>Participation and Exam requirements:</b>	Students are required to: <ul style="list-style-type: none"> <li>• Students are required to participate in 30% out of the foreseen contact hours.</li> <li>• Participate and report on individual activities.</li> </ul>		
<b>Independent work:</b>	To elaborate two critique reading cards and exercises performed during the contact hours. The first reading essay is about user experience concepts and the second is about user experience evaluation metrics and criteria.		
<b>Grading criteria</b>	Grading criteria:		

<p><b><i>scale or the minimal level necessary for passing the subject:</i></b></p>	<p>A - 90-100% of the work is done - excellent: outstanding work with only few minor errors.  B - 80-90% of the work is done - very good: above average work but with some minor errors.  C - 70-80% of the work is done - good: generally good work with a number of notable errors.  D - 60-70% of the work is done - satisfactory: reasonable work but with significant shortcomings.  E - 50-60% of the work is done - sufficient: passable performance meeting the minimum criteria.  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):  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.  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.  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.  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.  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.  F- fail: more work is required before the credit can be awarded.</p>
<p><b><i>Information about the course:</i></b></p>	<p>Schedule:</p> <p>30.01 from 14.00 until 15.30 (2 hours) – User experience: concepts and terminology.  31.01 from 12.00 until 15.00 (4 hours) – Workshop  13.02 from 14.00 until 15.30 (2 hours) – User experience evaluation: methods, tools, metrics and criteria.  14.03 from 12.00 until 15.00 (4 hours) – Workshop  28.03 from 12.00 until 15.00 (4 hours) – Workshop  10.04 from 12.00 until 15.00 (4 hours) – Workshop  11.04 from 12.00 until 15.00 (4 hours) – Project plan and procedure  24.04 from 14.00 until 15.30 (2 hours) – Project  25.04 from 12.00 until 15.00 (4 hours) – Project  08.05 from 14.00 until 15.30 (2 hours) – Project  09.05 from 12.00 until 15.00 (4 hours) – Presentation and discussion of the results.</p>

