

Course code: IFI7504.DT	USER EXPERIENCE EVALUATION		
ECTS credits: 4 (ECTS)	Amount of Sessions: 7 sessions	Teaching semester: Spring 2025	Assessment form: Examination.
Course objectives:	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.		
Brief description of course content: (including the description of the independent work)	<p>The course will describe common procedures of user experience (UX) evaluation and introduce most relevant methods, tools, metrics and criteria.</p> <p>Each student is required:</p> <ul style="list-style-type: none"> ● Elaborate 5 individual assignment ● Participate in 3group assignments ● Participate in one overall reflection assignment in session 7 (i.e. synchronous present and defense of the work done, as required in regulations) 		
Learning Outcomes:	<p>Learning Outcomes: After successfully completing the course students will know:</p> <ul style="list-style-type: none"> ● Recognize the main user experience concerns and usability metrics. ● How to apply its criteria and recommendations. ● How to assess user experience concerns and usability metrics ● How to cater for evaluating the user experience of the main features in user-centered design processes. ● How to report the evaluation criteria and provide recommendations 		
Assessment Methods:	<p>Examination. Weight of different activities in final grade:</p> <p>3 group assignments (35%) + 5 individual assignments (35%) + report and presentation (25%) + participation (5%)</p> <p>The total score required to pass the course is 60%, and to participate in 80% of the activities.</p>		
Teacher(s):	Sónia Sousa and Mustafa Can Özdemir		

Subject name in Estonian:	Kasutajakogemuse hindamine
Prerequisite subject(s):	None.
Compulsory Literature:	There is no required literature in the sense of a physical book. A list of reading materials (research articles) will be assigned by the teachers and provided on the course's web resources.
Replacement Literature:	<ul style="list-style-type: none"> • Elizabeth Goodman, Mike Kuniavsky, Andrea Moed. 2012. Observing the User Experience, Second Edition: A Practitioner's Guide to User Research. • Virpi Roto, All About UX, https://experienceresearchsociety.org/ux/ • Marc Hassenzahl, User Experience and Experience Design, http://www.interaction-design.org/encyclopedia/user_experience_and_experience_design.html • Tullis, 2008. Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics. • Bergstrom, J., R., Schall, A., J. 2014. Eye Tracking in User Experience Design
Participation and Exam requirements:	Students are required to participate in 80% out of the foreseen activities, to synchronously defend the work done at the end of the semester (Session 7: 7/05/2025 until 20/05/2025) and be graded 60% or more.
Independent work:	<p>Expected 3 group work activities: Students are required to...</p> <ul style="list-style-type: none"> • Participate and report on UX evaluation metrics (group activity); • Participate in group activities. • Participate and report on an evaluating user experience workshop (group activity); <p>Expected 5 individual activities: Students are required to:</p> <ul style="list-style-type: none"> • To elaborate on six reading activities (individual activity). <p>Expected synchronous activities:</p> <ul style="list-style-type: none"> • 3 synchronous mentoring meetings for feedback + 1 synchronous overall reflection presentation

Grading criteria scale or the minimum level necessary for passing the subject:	<p>The criteria of passing the course are based on total scores of all course activities, each of which are scored as follows:</p> <p>90-100% of the work is done - excellent: outstanding work with only a few minor errors.</p> <p>80-90% of the work is done - very good: above average work but with some minor errors.</p> <p>70-80% of the work is done - good: generally good work with a few notable errors.</p> <p>60-70% of the work is done - satisfactory: reasonable work but with significant shortcomings.</p> <p>50-60% of the work is done - sufficient: passable performance meeting the minimum criteria.</p> <p>less than 50% of the work is done - fail: more work is required before the credit can be awarded.</p>
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Course content:

The course's structure is spread over 7 sessions (14 days apart). The course consists of the following modules:

	Date	Course content by topic
Session 1	05/02/2025 18/02/2025	Evaluating the User experience - Introduction <ul style="list-style-type: none"> Lecture on Theories and concepts of UX, basics of UX evaluation UX Metrics and evaluation Methods
HW	Individual Reading 1	Read the pedagogical script See the introduction video Form the groups Read 1 : evaluating System's usability with task-driven approaches (Task-driven, think aloud and Wizard of OZ)
Session 2	19/02/2025 04/03/2025	Evaluation - Issue-based metrics, performance metrics, self-Reported Metrics <ul style="list-style-type: none"> Planning a usability test (1h)
HW	Individual Reading 2 + Group work 1	Read 2 : Usability issue based metrics

		<p>Group 1 - Draft an usability protocol (Participants + questions and methods) Planning and piloting</p>
Session 3	05/03/2025 18/03/2025	<p>Behavioral and Physiological Metrics (user testing) Pilot Data collection - evaluating System's usability with task-driven approaches</p> <ul style="list-style-type: none"> • Mentoring meeting 1 (Feedback on group work)
HW	Individual Reading 3 + Group work 2	<p>Read 3: Physiological measurements Group 2 - Present the plan (Feedback on group work). Report on the pilot study results Synchronous mentoring meeting 1 (Feedback on group work)</p>
Session 4	19/03/2025 01/04/2025	<p>System's usability - practical work</p> <ul style="list-style-type: none"> • Evaluation of a system (collecting data, analysis and reporting) • Qualitative Vs quantitative data analysis <ul style="list-style-type: none"> ○ questions, session time, ○ stimuli (first impression, episode, long use) ○ participants (number, demographics, profile, ...) ○ method • Mentoring meeting 2 (Feedback on group work)
HW	Individual Reading 4 + Group work 2	<p>Read 4: Analysis results with issue based metrics Group 2 - Data collection Synchronous mentoring meeting 2</p>
Session 5	02/04/2025 15/04/2025	<p>Data collection - Evaluating System's usability - practical work [Mustafa] Synchronous mentoring meeting 3 (Feedback on group work)</p>
HW	Individual Reading 5 + group work 3	<p>Read 5: Report the results with issue based metrics Group 3 – Data collection - Evaluating System's usability - practical work Synchronous mentoring meeting 3 (Feedback on group work)</p>

Easter break	03/04-09/04	<ul style="list-style-type: none"> Reading and Reflection Week
Session 6	16/04/2025 22/04/2025	Group 3 – Data analysis
HW	Individual Reading 4 + group work 4	Group 3 – Data analysis - Evaluating System's usability - practical work
Session 7	07/05-21/05	Present and report the results of the Evaluation System's usability <ul style="list-style-type: none"> Interpretation of the results - design suggestions
HW	Final assessment and reflections	<ul style="list-style-type: none"> Overall reflection and evaluation defense (synchronous session) (both)

Instructors: Sónia Sousa, sonia.sousa@idmaster.eu

Teaching support: Mustafa Can Ozdemir, mustafa@idmaster.eu

Contact Details: All email communication regarding this course should be sent to Mustafa Can Ozdemir (mustafa@idmaster.eu) cc'ing sonia.sousa@idmaster.eu. If needed special online "office hours" will be set up for the group and individual mentoring and those will be conducted through Google Hangouts.