

SUMMER 2020 - IAT 432 D100

# DESIGN EVALUATION (3)

*Class Number: 4670*

Note this syllabus is a draft. Please use the SFU posted course outline for final version.

*Delivery Method: Online*

## Overview

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- COURSE TIMES:  
Tu, Th 2:30 PM – 5:20 PM

COURSE WEB SITE: <http://antle.iat.sfu.ca/teaching/iat-432-timeline/>

INSTRUCTOR:

Antle, Alissa

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1 778 782-7438

- PREREQUISITES:

IAT 334 and completion of 60 units. Recommended: IAT 201 and 235.

## Description

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CALENDAR DESCRIPTION:

Examines evaluation concepts and methods for designers. Introduces a range of evaluation approaches including informal usability studies, lab experiments, field studies, and analytically-based evaluations. Students will explore techniques for feedback including usability tests, observation, interviews, heuristic reviews, and discursive evaluations. Underlying concepts of evaluation including scientific experimentation, ethnography, phenomenology, and aesthetics will be discussed. Students will learn how to design and implement appropriate evaluation studies for a range of design projects.

COURSE DETAILS:

### Topics

This course examines evaluation concepts and methods for interaction designers. Evaluation in Interaction Design is challenged by the breadth of issues to be evaluated. For this reason, evaluation spans a range of approaches including interpretive analysis, empirical studies, and scientific analysis. This course will enable students to design appropriate evaluation studies for a range of design situations and user experiences. The course analyzes a range of evaluation approaches including informal evaluation, usability studies, heuristics, controlled experiments,

query-based evaluation, observational studies and field studies. Students will explore techniques for generating feedback including observation, interviews, expert reviews, and quantitative and qualitative analysis. Underlying concepts of evaluation including scientific observation, ethnography, and phenomenology will be discussed. Students will learn how to design and implement appropriate evaluation studies for a range of computing environments.

#### COURSE-LEVEL EDUCATIONAL GOALS:

##### **Learning Outcomes**

Students will be able to:

1. **Understand** foundational concepts and be able to **differentiate** between different approaches and methods that can be considered when undertaking evaluation during interaction design
2. **Analyze** aspects of evaluation within a design situation including the goals, users, stakeholders, ethical considerations, context and desired outcomes
3. **Apply** selected evaluation techniques such as controlled experiments, questionnaires, video evaluations, field studies, and analytically-based evaluations for single-user and/or collaborative systems for a particular design evaluation problem
4. **Critically analyze** and document the results from a range of design evaluation techniques for different stakeholders
5. **Plan** a design evaluation to address a user research problem, including the selection of an appropriate evaluation technique and critical assessment of the chosen method.

## Assessment/Evaluation

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#### GRADING AND EVALUATION

Your total course grade will consist of the following percentage breakdown.

- 35% Individual Assignments
- 40% Group Assignments
- 25% Midterm Exam

Students must get at least 50% in each of the above components of the course in order to pass.

All team/group assignments must be completed as a group with your respective team members or you will receive 0 marks for them. All individual components must be completed individually or you will receive 0 marks for them.

Your TA and Instructor will have final say over who are your group/team members.

You can earn up to 2% bonus by participating in designated online activities designed to enhance your learning experience.

You will complete one or more team member evaluations during the term. If your evaluations illustrate you are not performing an adequate amount of work on team submissions, components of your grade may be adjusted to reflect the evaluation. Team members may also directly influence portions of your grade.

## Grade Scale

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- $95\% \leq A+$
- $90\% \leq A < 95\%$
- $85\% \leq A- < 90\%$
- $80\% \leq B+ < 85\%$
- $76\% \leq B < 80\%$
- $72\% \leq B- < 76\%$
- $68\% \leq C+ < 72\%$
- $64\% \leq C < 68\%$
- $60\% \leq C- < 64\%$
- $50\% \leq D < 60\%$
- $F < 50\%$

This is subject to change though during the semester depending on overall student performance.

## Materials

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### REQUIRED READING:

“Handbook of Usability Testing: How to Plan, Design & Conduct Effective Tests” (2008) by Jeffrey Rubin, Dana Chisnell, Jared Spool; 2nd Edition; Wiley. ISBN: 9780470185483

Note: this is available as an [ebook](#) in the library.

“Doing Psychology Experiments” (2007) by David Martin; 7th Edition; Nelson ISBN: 9780495115779

### RECOMMENDED READING: AS POSTED ON WEBSITE

### REGISTRAR NOTES:

Please note that all teaching at SFU in summer term 2020 will be conducted through remote methods. Enrollment in this course acknowledges that remote study may entail different modes of learning, interaction with your instructor, and ways of getting feedback on your work than may be the case for in-person classes.

Students with hidden or visible disabilities who believe they may need class or exam accommodations, including in the current context of remote learning, are encouraged to register with the SFU Centre for Accessible Learning (caladmin@sfu.ca or 778-782-3112) as soon as possible to ensure that they are eligible and that approved accommodations and services are implemented in a timely fashion.

SFU's Academic Integrity web site <http://www.sfu.ca/students/academicintegrity.html> is filled with information on what is meant by academic dishonesty, where you can find resources to help with your studies and the consequences of cheating. Check out the site for more information and videos that help explain the issues in plain English.

Each student is responsible for his or her conduct as it affects the University community. Academic dishonesty, in whatever form, is ultimately destructive of the values of the University. Furthermore, it is unfair and discouraging to the majority of students who pursue their studies honestly. Scholarly integrity is required of all members of the University. <http://www.sfu.ca/policies/gazette/student/s10-01.html>

ACADEMIC INTEGRITY: YOUR WORK, YOUR SUCCESS