

# IAT 432

# Design Evaluation

Instructor: Dr. Alissa N. Antle

TA: Niloofar Kazemi

Week 1, Class 1, Course Logistics

Summer 2020

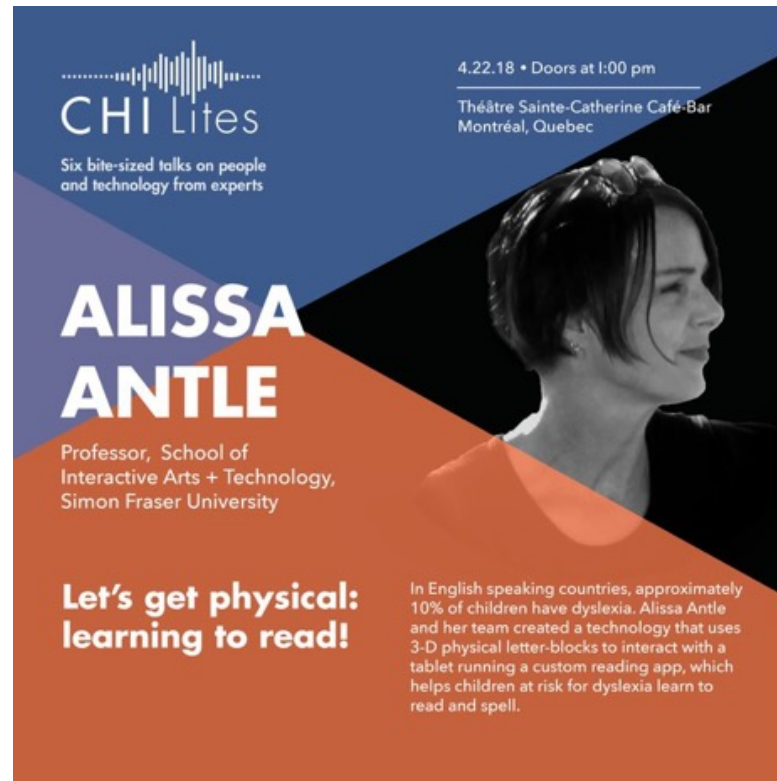
# Course instructor

Instructor: Alissa Antle

Email: [aantle@sfu.ca](mailto:aantle@sfu.ca)

SLACK IAT432\_summer2020

- Ask me on SLACK about course content and the midterm.
- Ask me on EMAIL about personal or confidential issues (e.g. technology or personal challenges finishing course deliverables *before* they are due).



About me

SIAT tenured professor and researcher

Royal Society of Canada College of New Scholars | FCAT Distinguished Researcher

Design | Physical, tangible, situated computing for learning and mental health

Research | Interaction design for children

Teaching | Research and evaluation methodologies

Covid | Two teens at home full time also going to school online (high school & UBC)

# TA

Teaching Assistant: Niloofar Kazemi  
Masters student at SIAT – Parametric Design Tools  
Email: [nka51@sfu.ca](mailto:nka51@sfu.ca)  
SLACK IAT432\_summer2020

- Ask me on SLACK about assignment clarification & due dates.
- Submit assignments and ask me on EMAIL about marks on assignments.

*For all EMAIL -- use subject line of "IAT 432" + topic of email.*

# course learning outcomes

1. **Understand** foundational concepts in design evaluation
2. **Differentiate** between different methods for evaluating designs (when to use what method and why)
3. **Analyze** aspects of evaluation within a design situation (e.g. identify goals, users, stakeholders, ethical considerations, context and desired outcomes)
4. **Apply** evaluation methods (e.g. usability, heuristics, controlled experiments, questionnaires, video evaluations for a particular design evaluation problem)
5. **Critically analyze** and document the results from different methods for different stakeholders
6. **Plan** a design evaluation to address a user research problem, including the selection of an appropriate evaluation methods and critical assessment of the chosen method.

*Note: This is not an “online course”. It is a course being taught online. We will need to have flexibility and patience with another as we learn this together.*

# course website

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

# navigating the course website

Google Chrome tends to be the browser with the fewest compatibility issues.

Please familiarize yourself with the website layout ASAP and let me know if you have any questions!

“I couldn’t find it” is not a valid excuse for not doing an assignment.

# navigating the course website

The screenshot shows the course website for IAT 432 - Summer 2020. At the top, there is a navigation bar with links for Research, Publications, Bio, Students, and Teaching. Below this is a red banner with the text "IAT 432 - TIMELINE". The main content area features a navigation menu with links for Timeline, Assignments, Resources, and Announcements. Annotations with arrows point to these links: "Main Page: What's happening every class" points to the Timeline link; "All assignment details here" points to the Assignments link; "Extra resources" points to the Resources link; and "Key dates, new announcements" points to the Announcements link. The main heading is "IAT 432 - Summer 2020". Below this is a section titled "IAT 432 Design Evaluation is being taught online for the Summer session." which contains a paragraph about the course, a note, instructor and TA information, and technology requirements. At the bottom, there is a section for "Week 1 - Class 1" with details for Tuesday, May 12, 2020, including a Zoom link and a survey. To the right of this is a section for "Course Logistics [about an 1 hour]" with details for a Zoom whole class session and a 15-minute offline session. Further right is a section for "Today's Learning Outcomes" and "Prepare for Class - Please Do These Things Before Class".

Tangible Embodied Child-Computer Interaction Lab

Research Publications Bio Students Teaching

## IAT 432 - TIMELINE

Timeline Assignments Resources Announcements

Extra resources

Key dates, new announcements

### Main Page: What's happening every class IAT 432 - Summer 2020

#### IAT 432 Design Evaluation is being taught online for the Summer session.

This is an upper division undergraduate course taught in the School of Interactive Art and Technology at Simon Fraser University in Surrey, BC, Canada. It explores the evaluation of user interfaces using a variety of design evaluation methods from the fields of human-computer interaction and interaction design.

*Note: This is not an "online course". It is a course being taught online. We will need to have flexibility and patience with another as we learn this together. The following course schedule for IAT 432 is subject to change.*

**Instructor:** Alissa Antle [[aaantle@sfu.ca](mailto:aaantle@sfu.ca)]  
**TA:** Nilofar Kazemi [[nka51@sfu.ca](mailto:nka51@sfu.ca)]

**Technology:** You will need a stable internet connection, a web browser that can run Zoom ([Google Chrome](#) works well, you do not need the Zoom application), [Microsoft Office](#) available to SFU students (Word and Excel), and the Slack application (download [Win](#), [Android](#) or [Mac](#)).

#### Week 1 — Class 1

Tues May 12, 2020

2:30 PM – 5:20 PM

*To join today's class — You will be emailed a Zoom link, which you can open in a browser. Please ensure your video and audio are muted using the on/off buttons lower left of your Zoom session.*

#### Course Logistics [about an 1 hour]

##### Zoom Whole Class

Check in Zoom — everyone on board and muted? practice raising hand, chat etc.

Check in Survey results and problem solve issues raised.

Today's Plan

**Offline (15 minutes):** Students go through **Course Logistics [slides]**

Focus questions : What is clear? What is not clear? What do you need more information about?

**Zoom Breakout Rooms** (10 minutes) — Small groups discuss Focus

**Today's Learning Outcomes** are to orient you to the course, go over course tools, set expectations and communication guidelines, meet your small working group, and give you key terms you will need to understand to succeed in the course.

**Prepare for Class — Please Do These Things Before Class** [Prep time estimate: 1 hour]

Fill out the online **Survey**: Who you are, available technology, Covid situation etc

**Pre-read** the **Course Logistics Introduction emailed to you and here [Slides]**. Bring questions to class.



# course timeline navigation

Middle Column:  
What's happening in every class

Right Column  
Today's Learning Outcomes  
And Preparation to do BEFORE Class

Left Column  
Class #, date/time  
And Tech Details

## Week 1 — Class 2

Thursday May 14, 2020

2:30 PM – 5:20 PM

To join today's class —  
You will be emailed a  
Zoom link, which you can  
open in a browser.  
Please ensure your video  
and audio are muted.

If you cannot join Zoom,  
please contact IT Service  
Desk at [it-servicedesk@sfu.ca](mailto:servicedesk@sfu.ca) or  
778-782-8888.

If you do not get the  
Zoom link in an email or  
cannot attend, please  
email Nilofar Kazemi  
[nka51@sfu.ca](mailto:nka51@sfu.ca).

## Course Logistics

Zoom Whole Class (15 minutes)

Check in Zoom — how was last class? questions?

## Today's Plan

**Course Content — IAT 334 Review** (see Preparation (right column)  
slides and audio)

**Questions** from Slides and Audio Content?

**Activities:** Review Methods from IAT 334

## Zoom Breakout Groups

Work through [Review heuristic evaluation](#)

Work through [Review usability studies](#)

## Break

## Zoom Whole Class

[Introduction to Assignment 1: Ethics \(5%\)](#)

Learning Outcomes for today are to review and summarize key  
materials from IAT 334 that you will need to use in the course and/or  
will be on the exam.

Async work: Do ahead of class

**Prepare for Class — Please Do These Things Before Class (Prep  
estimate time 3 hours)**

Go through Slides and Audio for these Review topics:

Heuristic Evaluation ([Slides](#), Audio)

Usability Testing Plans and Methods ([Slides](#), Audio)

Interviews, Surveys, Questionnaires ([Slides](#), Audio)

Qualitative Data Analysis ([Slides](#), Audio)

## Week 2 – Class 1

Tues May 19, 2020

2:30 PM – 5:20 PM

## Course Logistics

Zoom Whole Class (10 minutes)

Check in Zoom — how was last week? questions?

## Today's Plan

## Course Content — Controlled Experiments

**HERE** Scientific Method

Hypothesis testing

**Prepare for Class — Please Do These Things Before Class**

Go through Slides and Audio for Controlled Experiments

[Slides](#)

Audio

## Required Reading

Doing Psychology Experiments, Chapter 2: How to Do Experiments

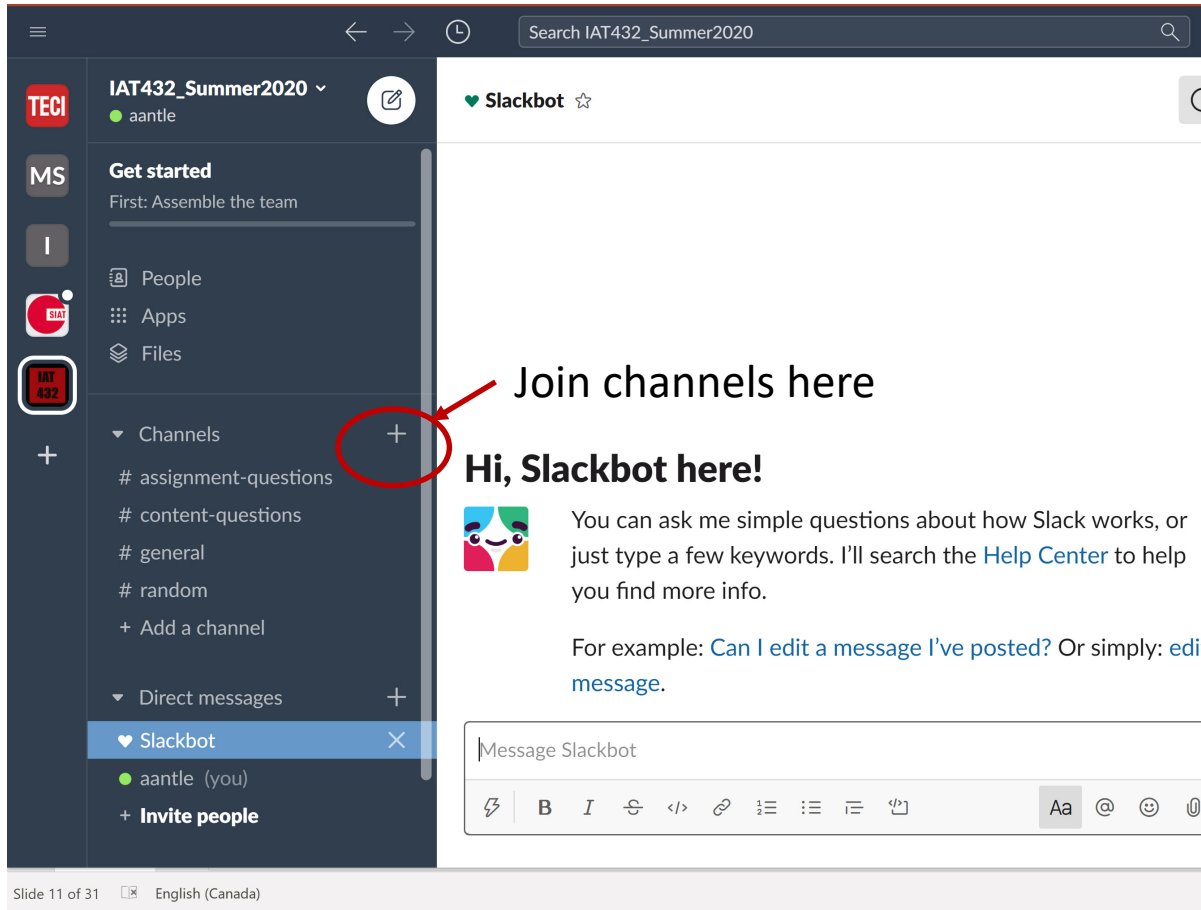
Doing Psychology Experiments, Chapter 7: How to Decide Which  
Variables to Manipulate and Measure

# other course technology tools


1. Zoom in a Browser (Chrome)
2. Slack App
3. Microsoft Office (Word and Excel)

See course website for links to download s/w how to join SLACK group.

# Slack Channel




Search IAT432\_Summer2020


**IAT432\_Summer2020** 



**Get started**  
First: Assemble the team

People  
Apps  
Files

**Channels** 


- # assignment-questions
- # content-questions
- # general
- # random
- + Add a channel

**Direct messages** 

-  Slackbot
-  aantle (you)









+ Invite people


**Hi, Slackbot here!**

 You can ask me simple questions about how Slack works, or just type a few keywords. I'll search the [Help Center](#) to help you find more info.

For example: [Can I edit a message I've posted?](#) Or simply: [edit message](#).

Message Slackbot

 **B** *I*        **Aa** @ 😊 📎

Slide 11 of 31  English (Canada)

## expectations: communication

Use course website to prepare and stay on track

We will also use Email, Zoom and SLACK

We cannot help you if you do not communicate with us!

- Last-minute emails/SLACK will likely not be seen until it's too late.
- Be prompt for Zoom sessions or you may not be admitted.
- Notification of technical difficulties must be received by the professor before the assignment/quiz is due.

## office hours

We will be available over Zoom and/or monitoring SLACK after class ends in the weekly teaching slot (2:30-5:20 PDT).

For example, if we finish class at 4 pm, then we would be available for another hour until 5 pm.

We can also set up a time to meet you over Zoom by appointment (set up with email or direct message on SLACK)

## expectations: email

- Instructor and TA will check email every weekday morning
- Instructor does not check email on the weekend
- Expect an EMAIL response time of same day for weekday emails sent before noon. TA may respond faster but not after 9 pm.
- Be proactive. Plan ahead.
- *For all EMAIL -- use subject line of "IAT 432" + topic of email.*

## expectations: Zoom

We will also be utilizing Zoom for synchronous meetings twice a week in class time starting at 2:30 sharp.

- 10-20 minutes ahead we will email you the zoom link and password.
- Please show up a few minutes early so that we can sort out any technological glitches before class time. You will enter a waiting room and be admitted at/before class starts.
- You will be muted with video off when you arrive. Please keep yourself muted but you can turn video on if you would like.
- Familiarize yourself with how you raise your hand – TA will use the chat to keep a list of students with raised hands and instructor will address at logical stopping places in Zoom activities.
- Currently, SFU has Zoom set to not chat with classmates (unless in breakout rooms) or copy chat text

## expectations: Zoom

- Do not, under any circumstances, share out our Zoom link, meeting ID, or password to anyone who is not enrolled in the course.
- Otherwise, I will have to require everyone to sign into a waiting room 15 minutes early so I can tediously check as I admit everyone individually.
- In this scenario, people who show up late would not be admitted because it would be too disruptive for me to stop and check their identity against the course roster. So please respect the privacy of your classmates and the integrity of the course!
- Please be patient, flexible and polite -- this will be a learning experience for all of us!



## expectations: SLACK

- SLACK is for content that may be of interest to the whole class
- Also use your team SLACK channel for your working group discussions (will be set up in first week)
- TA is primary monitor of Slack
- TA monitors Slack a few times a day between 9 am – 9 pm *everyday* – expect a few hour turnaround for responses
- Instructor monitors Slack intermittently 9 am – 5 pm weekdays and when TA pulls instructor in for a thread.

## netiquette

- Follow university guidelines posted on course website
- Respect for others time and bandwidth
- Patience
- Politeness
- Treat people as if face to face

# textbooks

- “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 book is the core text for the course. This is available as an ebook in the library.*

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

*Note: This book is the important for controlled experiments (assignment 2, and possible project). This book will be available through VitalSource see link under Resources in course website.*

See also additional Resources on course website.

# assessment

- 35% Individual Assignments
  - 40% Group Assignment: Project
  - 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.
  - Assignments are emailed to TA before due date/time on course web site.
  - Please email instructor *and* TA re challenges to getting assignments done *before* they are due, otherwise they are late.
  - Unless pre-arranged, late assignments will be reduced by 10% a day.

# group work

- You can suggest your preferred 4 person team to us (do this NOW!!)
- We will have final say on team composition.
- We will post resources for remote group/team work to support you.
- 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.
- Please seek support for challenges with group work well **before** assignments are due. We will not be able to help you *after* they are due.

# how online offering is different

- This course was designed as an in-class course
- Instructor redid the entire course to adapt to online format over last 4 weeks – we will tune as we go.
- We are all doing our best to make this work!
- Primary changes:
  - No in-class lectures → instead slides/audio, which you should work through BEFORE class + bring questions to Zoom sessions 2:30 T/Th.
  - No in-class labs → instead work through activities in small working groups over Zoom breakout rooms and then report back to larger class in Zoom in T/Th sessions
  - Assignments are similar. Seek support through SLACK/Zoom office hours after classes or by appointment
  - Midterm will be take home and ask you to solve design evaluation problems vs merely recall facts.

# how to succeed in this course

- Be prepared
- Plan out your time, expect 2x3 hours of class time + 2x6 hours **productive** work per week = 18 hours
- Ask questions before, during, after class
- Monitor and contribute to SLACK channel for useful information
- Give yourself extra time to do everything including learn how to collaborate remotely with your project team (see resources web page)
- Take responsibility for your own learning.

# grade scale

I use the following grade schema by default. This is subject to change though during the semester depending on overall student performance.

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

Notes The following are not reasons for reconsideration of a grade:

- The student had a challenge related to CoVID or other personal, physical health or mental health or technology but did not notify instructor *well before due date* of assignment/exam.
- The student couldn't find or submit the assignment.
- The student wants to get into Business or Graduate School or any other program.
- The student worked hard and thinks this should be a factor.
- The student studied with friends who got higher marks.
- The student does not like the grade scale.
- The student's score is x% below the next grade and would like the instructor to ignore the difference.
- The student is on probation.



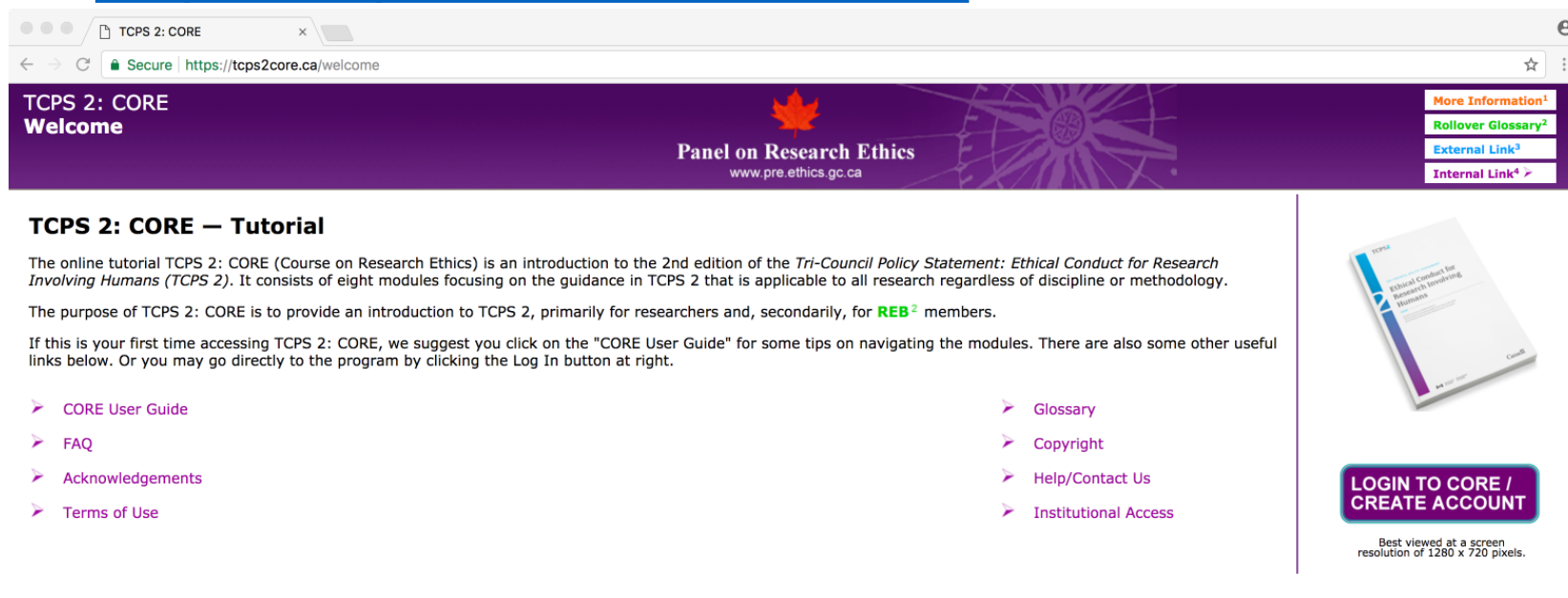
# assignments

- See course website Assignments link.
- Read over thoroughly – there are lots of pieces to assignments 2-4.
- Give yourself/team extra time to do assignments remotely.
- Read resources on how to work on a team remotely for group project (assignment 4)
- Ask for help on SLACK channel – assignments | so others can benefit from your questions/comments.

# 1. ethics tutorial (5%)

Instructions course website under Assignments

- For this assignment you must complete the TCPS2 course online at this address **individually**:
- <https://tcps2core.ca/welcome>



The screenshot shows the TCPS 2: CORE Welcome page in a web browser. The browser's address bar displays the URL <https://tcps2core.ca/welcome>. The page has a purple header with the text "TCPS 2: CORE Welcome" on the left, a central logo for the "Panel on Research Ethics" with the website [www.pre.ethics.gc.ca](http://www.pre.ethics.gc.ca), and a right sidebar with links: "More Information<sup>1</sup>", "Rollover Glossary<sup>2</sup>", "External Link<sup>3</sup>", and "Internal Link<sup>4</sup>".

**TCPS 2: CORE — Tutorial**

The online tutorial TCPS 2: CORE (Course on Research Ethics) is an introduction to the 2nd edition of the *Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans (TCPS 2)*. It consists of eight modules focusing on the guidance in TCPS 2 that is applicable to all research regardless of discipline or methodology.

The purpose of TCPS 2: CORE is to provide an introduction to TCPS 2, primarily for researchers and, secondarily, for **REB<sup>2</sup>** members.

If this is your first time accessing TCPS 2: CORE, we suggest you click on the "CORE User Guide" for some tips on navigating the modules. There are also some other useful links below. Or you may go directly to the program by clicking the Log In button at right.

Navigation links:

- CORE User Guide
- FAQ
- Acknowledgements
- Terms of Use
- Glossary
- Copyright
- Help/Contact Us
- Institutional Access

On the right side of the page, there is an image of the TCPS 2: CORE manual and a button that says "LOGIN TO CORE / CREATE ACCOUNT". Below the button, it says "Best viewed at a screen resolution of 1280 x 720 pixels."

## 2. controlled experiment (15%)

Instructions online under Assignments

- Complete this assignment **individually**
- Based on scientific method I quantitative data
- Use structure for report listed in instructions
- Email in PDF of report to TA

### 3. affective evaluation (15%)

Instructions online under Assignments

- Complete this assignment **individually**
- Based on a questionnaire and form of interview called cued recall debrief | qualitative data
- Use structure for report listed in instructions
- Email in PDF of report to TA

## 4. group project (40%)

Instructions online under Assignments

- Complete this assignment as a **Group**
- You will need to find an **industry or community partner** to conduct a real world evaluation of one of their products
- Based on any method used in course
- Use structure for report listed in instructions
- Email in PDF of report to TA and instructor

# academic dishonesty – just don't!

- Academic dishonesty in all forms *impedes* learning.
- Academic dishonesty includes the following: cheating, fabrication, fraud, facilitating academic dishonesty, and plagiarism.
- If a student is found guilty of any form of academic dishonesty, an academic dishonesty report will be written for that student. This report is filed in the department. The student receives a grade of zero for the paper, assignment, or test.
- If more than one academic dishonesty report has been filed for a student, the case can be presented to the University Board on Student Discipline.

# academic dishonesty cont'

- Follow university guidelines posted on course website.
- Plagiarism: using another person's ideas or creative work without giving credit.
- Cheating examples: trying to game the system or communicate with others during exam (there will be multiple versions of the exam with subtle differences in questions that result in large differences in correct answers).
- Sharing of ideas is encouraged, give credit.

# late assignments

- 10% off per day
- Except with valid reason – approved ahead of due time/date by instructor



# class attendance

- you are expected to **come** and **be on time**
- zero tolerance for re-explaining material from slides/audio advance preparation materials or items discussed over Zoom in each class  
e.g., deadlines, assignments details, lecture contents
- If you are repeatedly late without explanation, you will not be admitted to the Zoom class
- If you are delayed for valid reasons (e.g. elder/child care), please communicate with TA over email (ideally in advance) so she can let you into Zoom late
- missing presentations of projects is unacceptable

# what to do for first class

- Go to course website – check technical requirements
- Check right column – what to prepare – to what is listed – bring questions to class
- Email 4 person team to TA
- Email technical/personal challenges to Instructor
- Install and familiarize yourself with SLACK channel for the course
- Familiarize yourself with how Zoom works (raise hand, mute/unmute, video on/off, chat etc)

# last words

- We look forward to working with you all online.
- We will check in about how the course is going in online format in week 2, and again week 4.
- Let us know if you find errors/missing links etc
- Let us know or we can't adapt to solve issues that come up!
- We are here to support you and we are all facing Covid and online learning/teaching challenges.
- Good luck!