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
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
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

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 [aantele@sfu.ca]
TA: Niloofar Kazemi [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

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

<table>
<thead>
<tr>
<th>Week 1 — Class 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday May 14, 2020</td>
</tr>
<tr>
<td>2:30 PM – 5:20 PM</td>
</tr>
<tr>
<td>Course Logistics</td>
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<tr>
<td>Zoom Whole Class (15 minutes)</td>
</tr>
<tr>
<td>Check in Zoom — how was last class? questions?</td>
</tr>
<tr>
<td>Today's Plan</td>
</tr>
<tr>
<td>Course Content — IAT 334 Review (see Preparation (right column) slides and audio)</td>
</tr>
<tr>
<td>Questions from Slides and Audio Content?</td>
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<tr>
<td>Activities: Review Methods from IAT 334</td>
</tr>
<tr>
<td>Zoom Breakout Groups</td>
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<tr>
<td>Work through Review heuristic evaluation</td>
</tr>
<tr>
<td>Work through Review usability studies</td>
</tr>
<tr>
<td>Break</td>
</tr>
<tr>
<td>Zoom Whole Class</td>
</tr>
<tr>
<td>Introduction to Assignment 1: Ethics (5%)</td>
</tr>
</tbody>
</table>

**Right Column:**
Today’s Learning Outcomes And Preparation to do BEFORE Class

- **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)

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**Left Column:**
Class #, date/time And Tech Details

<table>
<thead>
<tr>
<th>Week 2 — Class 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tues May 19, 2020</td>
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<tr>
<td>2:30 PM – 5:20 PM</td>
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<tr>
<td>Course Logistics</td>
</tr>
<tr>
<td>Zoom Whole Class (10 minutes)</td>
</tr>
<tr>
<td>Check in Zoom — how was last week? questions?</td>
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<tr>
<td>Today's Plan</td>
</tr>
<tr>
<td>Course Content — Controlled Experiments</td>
</tr>
<tr>
<td>HERE Scientific Method</td>
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<tr>
<td>Hypothesis testing</td>
</tr>
<tr>
<td>Required Reading</td>
</tr>
<tr>
<td>Doing Psychology Experiments, Chapter 2: How to Do Experiments</td>
</tr>
<tr>
<td>Doing Psychology Experiments, Chapter 7: How to Decide Which Variables to Manipulate and Measure</td>
</tr>
</tbody>
</table>
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

Join channels here

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.
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


  Note: This book is the core text for the course. This is available as an ebook in the library.


  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 are 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% ≤ A+
- 90% ≤ A < 95%
- 85% ≤ A- < 90%
- 80% ≤ B+ < 85%
- 76% ≤ B < 80%
- 72% ≤ B- < 76%
- 68% ≤ C+ < 72%
- 64% ≤ C < 68%
- 60% ≤ C- < 64%
- 50% ≤ 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](https://tcps2core.ca/welcome)
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.
• 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!