ITEC 0825-01 Digital Product Usability Testing Spring 2020

Introduction to ITEC 825

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Your progress

Usability Testing for Digital Products

Usability: "The extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use." ISO 9241

ITEC 825 Syllabus (please read)

Announcements

FAQ - Frequently Asked Questions

This forum is a FAQ - Frequently Asked Questions - file for the Digital Product Usability Testing course. If you have a question that you think others might share, please post it here and we'll try to answer it.

Recommended Professional Books

All available new or used through online sites. Chapters from each which are included in required readings are provided as downloadable PDFs.

1. Rubin, J. and Chisnell, D. (2008) Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests (2nd Edition). SF, CA: Wiley (First edition also very good resource). Available online in the SFSU Library: https://sfstate-

primo.hosted.exlibrisgroup.com/permalink/f/1ojfr7s/01CALS_ALMA71414997090002901
2. Tessmer, M. (1993). Planning and Conducting Formative Evaluations. NY: Routledge
3. Barnum, C. M. (2011). Usability Testing Essentials: Ready, Set…Test! Burlington, MA: Elsevier Available online in the SFSU Library: https://sfstate-primo.hosted.exlibrisgroup.com/permalink/f/1ojfr7s/01CALS_ALMA71527378140002901
4. Krug, S. (2010). Rocket Surgery Made Easy: The Do-it-yourself Guide to Finding and Fixing Usability Problems. Berkeley, CA : New Riders. Available online in the SF State Library: https://sfstate-primo.hosted.exlibrisgroup.com/permalink/f/1ojfr7s/01CALS_ALMA71402775520002901
5. Interaction Design Foundation (n.d.). *The Basics of User Experience Design.* Available online: https://www.interaction-design.org/literature (PDF posted here.)

Introduce Yourself Here

Please add a brief bio to our collection. What experiences have you had that are particularly relevant for this class? What are you most interested in learning in this class?

Don't Forget to Post every Week! - Reflections on my Learning

Use this forum to provide a weekly "snapshot" of your learning process or progress, or challenges. What questions are becoming important to you? This forum will capture your thoughts about learning in ITEC 825 at regular instances in time. All posts are viewable by others, though there is no requirement for others to read or respond to anyone else's posts. *(However, your interaction is always appreciated!)*

Live Online Participation (Zoom) Link

This link provides access to the live online classroom for ITEC 825. This is a new link (April 7, 2020) and requires a password to enter. The password is available on the screen you'll see when you click the link. (It may be 448350).

Recording from Session 1: Tuesday January 28, 2020

In Session 1, we introduced ourselves, discussed the design of the course, participation expectations, reviewed the main course components and used a simplified informal usability test exercise to demonstrate some of the basic concepts.

Recording from Session 2: Tuesday February 4, 2020

In Session 2 we reviewed the definitions and basic principles of user experience design, usability, and formative evaluation, then started talking (briefly) about planning for usability. We finished with a paper-based heuristic evaluation of a website exercise.

Recording from Session 3: Tuesday, February 11, 2020

In Session 3 we heard a usability project proposal from Avi - SFSU DPRC accessible materials coordinator, and then discussed the summaries posted to the iLearn forum in Session 2. AFter a short break, we discussed the big ideas from the assigned readings, focusing on strategies for usability testing (what type of overall approach to follow - informal or formal) and planning for a formal usability test.

Recording from Session 4: Tuesday, February 18, 2020

In Session 4, we heard about two potential usability testing projects from Julio Feliciano of SF State's Information Technology Services unit. Then we briefly explored the prototype of a new device being considered to support active learning in the classroom. After a short break, we reviewed the assigned readings about users, personas, and scenarios for testing.

Recording from Session 5: Tuesday, February 25, 2020

In Session 5, we discussed some of the discussion comments from last week, then spent most of our time talking about planning for usability testing. We also agreed on usability testing projects and project teams.

Recording from Session 7: Tuesday, March 10, 2020

In Session 7, we reviewed and discussed project status and then discussed conducting usability tests, reviewing the main ideas from each of the assigned readings.

Recording from Session 8: Tuesday, March 17, 2020

In Session 8 we agreed to reorganize the class calendar to move the bulk of project work to the last month of meetings. Then we discussed the reporting recommendations from this week's readings. After two weeks' break, we will resume on April 7 with Session 9 in a live online meeting at 7:00pm.

Recording from Session 9: Tuesday, April 7, 2020 Requires password: jDnH5e

(Access Password: jDnH5e) In Session 9, we discussed various systems used to support usability testing, focusing primarily on remote usability testing. We demonstrated how you can use Zoom for usability testing with an in-class example.

Recording from Session 10: Tuesday April 14, 2020 (Access Password: n9=!g&$l)

(Access Password: n9=!g&$l) In Session 10, we heard from Avi Chan... from SFSU's DPRC who explained how SFSU evaluates web accessibility and supports the work of staff and faculty in assessing instructional material accessibility. We also discussed other information sources for those working toward accessible ICT.

Recording from Session 14: Tuesday, May 12, 2020 - Report Presentations (Access Password: 2r.Bc7Qg)

(Access Password: 2r.Bc7Qg) In Session 14, we heard project reports from both project teams: GatorHub and DPRC Website. Julio and Avi were kind enough to participate in the presentations as well - we thank them for their support throughout this challenging term.

Resources for User-centered Design and Usability Testing

Add useful resources you've found helpful in exploring, understanding, and applying principles of usability testing and user experience design. You may also rate the entries you review on a scale of 1 (not useful) to 5 (very useful).

Student Guide to SFSU Email, Forwarding, Student Center, and Solutions

This guide includes instructions to forward your official @mail.sfsu.edu email to a preferred email address. All mail from this class is sent to your @mail.sfsu.edu address, so if you don't intend to check that email frequently during the class, please follow these instructions.

Session One: Course Introduction, Fundamentals of Formative Evaluation and Usability Testing

Tuesday, January 28, 2020

What is usability testing? A form of formative evaluation, usability testing is completed before an e-learning solution is rolled out to the target learners. In this session, we'll talk about the purpose, functions, and phases of usability testing. In class we'll try out an informal usability test with those attending live.

You have the option to participate in the live class session, or watch recorded class sessions and participate in online discussions. If you prefer to engage in the live presentation/discussion session, you do not need to review the recorded class session. Whether or not you join in the live discussion, please plan on participating in the asynchronous forum discussion throughout the week.

Note: In order to receive credit for the class, you need to participate in each assigned discussion. You should plan on spending about three (3.0) hours total in class sessions (live or recorded) and interacting in discussions.

Session 1 Agenda

Live session 7:00-9:45pm PT on January 28, 2020. If you prefer, you may complete all activities by viewing the recorded class session, exploring the online resources, and participating in the discussion forum.

Complete after Session 1: Need for Usability Testing: The "Why?"

In this forum, comment on your experiences with digital product design related to the value of, or (perhaps) the need for usability testing.

As you participate in this discussion, start thinking ahead to how you might be able to effective formative evaluation and usability testing practices in your own design work. How would you assess how well your designs (or the designs of others) implement these principles?

Additional Resources

What do you mean when you say "usability"?

From the article, "No amount of review, assessment, validation, or any other metric conducted by experts can confirm the usability of a course. Only the user can do that. And you are not the user." Nicely stated! This is worth your time to read.

Neilsen Norman Group: Articles and Resources for User Testing

- Jakob Nielsen's Top Ten Usability Heuristics (Rules of Thumb)
- Don Norman - Why Bad Design Happens

UXMatters blog (UX - user experience)

Usability.gov - A site developed for you so that you will create usable websites.

Session Two: User-Centered Design and Planning for Usability Testing

Tuesday, February 4, 2020

In this session we'll discuss user-centered design and the role that usability testing plays in this design approach. We'll also discuss planning for usability testing, looking at several sample test plans and reports and considering which aspects you'll need to include in your e-learning context. Most effective testing protocols include several common features; you'll leave with a template you can use to jump-start your own testing plan development.

You have the option to participate in the live class session, or watch recorded class sessions and participate in online discussions. If you prefer to engage in the live presentation/discussion session, you do not need to review the recorded class session. Whether or not you join in the live discussion, please plan on participating in the asynchronous forum discussion throughout the week.

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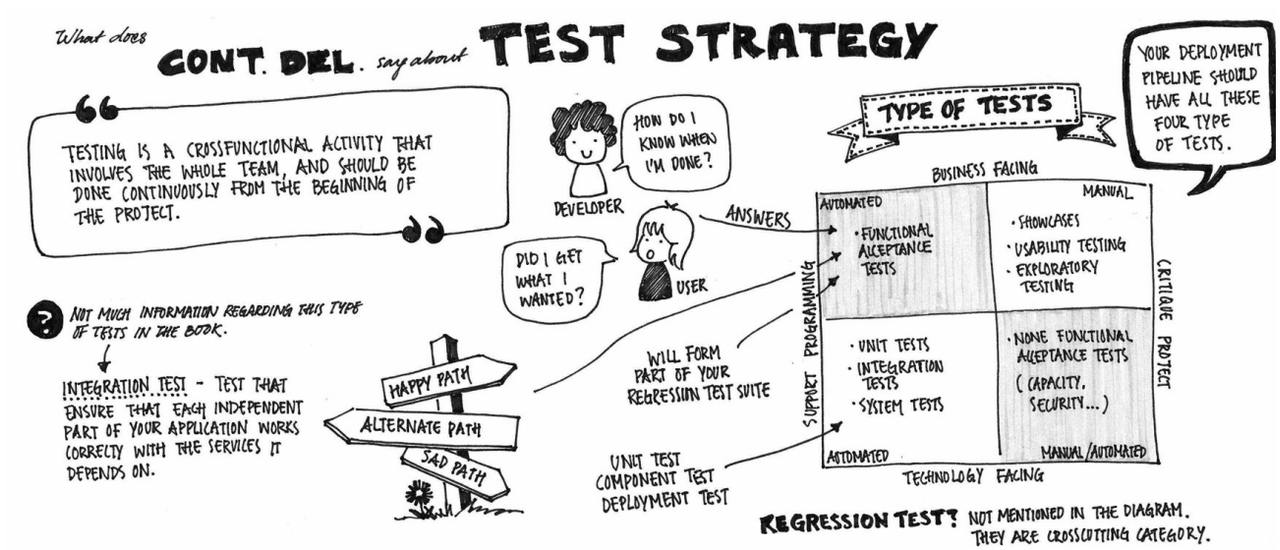


Preparation for this session

Please complete the following before class begins this week.

Read:

1. Earnshaw, Tawfik, & Schmidt (2018). *User Experience Design*. In R. West (Ed.) Foundations of Learning and Instructional Design
Technology: The Past, Present, and Future of Learning and Instructional Design Technology (1st ed.). EdTech Books. Retrieved from
https://edtechbooks.org/lidtfoundations (PDF linked here)

2. The Basics of User Experience Design, by the Interaction Design Foundation (IDF). Available at no cost from https://www.interaction-design.org/literature
Read chapters 1, 3 & 4 (download your own copy of this book)

3. Tessmer, M. (1993). Planning and Conducting Formative Evaluations. NY: Routledge. Read pages 8-23. (PDF linked here)

Watch:

1. TED Talk Video: David Kelley – Human-Centered Design:
https://www.ted.com/talks/david_kelley_human_centered_design#t-21200
How does a user experience perspective influence instructional design?

Session 2 Agenda

Live session 7:00-9:45pm PT on February 4, 2020. If you prefer, you may complete all activities by viewing the recorded class session, exploring the online resources, and participating in the discussion forum.

Session 2 Topic Presentation: User Experience, Usability, Formative Evaluation, Test Planning

Test Plan Planning Framework

Session 2 Types of Testing Handout

In-class Heuristic Evaluation Exercise

In Session 2, we'll run through a paper-based heuristic evaluation exercise as a demonstration of another type of usability testing. In this folder are three files. Instructions and Exercise we will use first. The third file (Solutions) will be available after class. If you are completing this on your own after our in-class session, follow the instructions with the exercise file first before you look at the solutions.

How to Conduct a Heuristic Evaluation - Jakob Nielsen

Heuristic evaluation involves having a small set of evaluators examine the interface and judge its compliance with recognized usability principles (the "heuristics")

Complete after Session 2: What interests you about user experience?

In this discussion, we'll explore the resources provided at the Neilsen-Norman Group User Experience website. You can complete this activity individually or in a small group of your choosing (2-3 people).
1. Pick one article or video from those linked at https://www.nngroup.com/news/item/top-10-ux-articles-

2018/
2. Provide a short (1-2 min video OR 300-500 word) summary and post it to the iLearn forum.
3. Be prepared to discuss your summary in our next class session.

Sample Usability Test Plans

These three usability test plan samples reflect a range of formality, context, and scope. Modify the recommended plan format for your specific situtation.

Sample Simplified Usability Test Plan

Samples of Full Usability Reports for a Variety of Contexts (copy)

These reports were completed by me and others in a variety of contexts over the years. You'll notice a range of reporting scope and writing style depending on the audience and context. Your report may be similar, but it will differ in that it reflects the specificities of your project situation.

Usability Test Plan Template from Usability.gov

From the website: "An example of a usability test plan. Customize the plan to suit your needs." Free to edit and use for any organization; paid for by your US tax dollars.

Additional Resources

Usability Test Planning Resources - STC

This is an archived page from the Society for Technical Communications (STC) User Group - via the Internet Archive Wayback Machine:

https://web.archive.org/web/20120522170243/http://www.stcsig.org/usability/newsletter/0401-methods.html

We are all somewhat familiar with the range of methods that can be used to usability test our products or even early designs. But there may be more methods than you've thought about. How many of the following methods are you familiar with?

Agile ID methods might need Lean UX approaches - what is it?

This blog post from the Interaction Design Foundation provides a basic introduction to Lean User Experience (Lean UX). This approach may be useful when using agile development methods that build e-learning in an interactive, adaptive manner. Looking for more? The book Lean UX: Designing Great Products with Agile Teams by Jeff Gothelf and Josh Seidel is a fast read to get a basic framework set up:

https://www.amazon.com/Lean-UX-Designing-Great-Products/dp/1491953608/

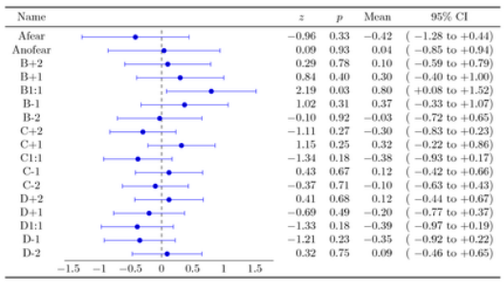
Session Three: Creating Test Objectives and Tasks and Selecting Tools for Evaluation

Tuesday, February 11, 2020

In this session we'll explore creating test objectives and breaking down those objectives into tasks. We'll also discuss how to decide what data you'll need to gather, and how to select appropriate tools to gather that data.

You have the option to participate in the live class session, or watch recorded class sessions and participate in online discussions. If you prefer to engage in the live presentation/discussion session, you do not need to review the recorded class session. Whether or not you join in the live discussion, please plan on participating in the asynchronous forum discussion throughout the week.

Note: In order to receive credit for the class, you need to participate in each assigned discussion. You should plan on spending about three (3.0) hours total in class sessions (live or recorded) and interacting in discussions.



Name	z	p	Mean	95% CI
Afear	−0.96	0.33	−0.42	(−1.28 to +0.44)
Anofear	0.09	0.93	0.04	(−0.85 to +0.94)
B+2	0.29	0.78	0.10	(−0.59 to +0.79)
B+1	0.84	0.40	0.30	(−0.40 to +1.00)
B1:1	2.19	0.03	0.80	(+0.08 to +1.52)
B-1	1.02	0.31	0.37	(−0.33 to +1.07)
B-2	−0.10	0.92	−0.03	(−0.72 to +0.65)
C+2	−1.11	0.27	−0.30	(−0.83 to +0.23)
C+1	1.15	0.25	0.32	(−0.22 to +0.86)
C1:1	−1.34	0.18	−0.38	(−0.93 to +0.17)
C-1	0.43	0.67	0.12	(−0.42 to +0.66)
C-2	−0.37	0.71	−0.10	(−0.63 to +0.43)
D+2	0.41	0.68	0.12	(−0.44 to +0.67)
D+1	−0.69	0.49	−0.20	(−0.77 to +0.37)
D1:1	−1.33	0.18	−0.39	(−0.97 to +0.19)
D-1	−1.21	0.23	−0.35	(−0.92 to +0.22)
D-2	0.32	0.75	0.09	(−0.46 to +0.65)

Preparation for this session

Please complete the following before class begins this week.

Read:

1. Krug, S. (2008) *Rocket surgery made easy: the do-it-yourself guide to finding and fixing usability problems*. Available at SF State Library – online access (free to students) Read Chapters 1-4 (Read online or download chapter by chapter through the Library website.)

2. Rubin, J. and Chisnell, D. (2008) Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests (2nd Edition). SF, CA: Wiley Read Chapter 5 (PDF download here)

Session 3 Agenda

Live session 7:00-9:45pm PT on February 11, 2020. If you prefer, you may complete all activities by viewing the recorded class session, exploring the online resources, and participating in the discussion forum.

Session 3: Planning for Usability Testing, Objectives and Tasks

32.8MB

Complete after Session 3: What Data Matters?

Data is everywhere, these days, at least it seems so. In your usability testing, data may be "auto-generated" by a system or through existing observable results from user actions. More likely, however, you'll need to plan to gather specific data that allows you to clearly assess the accomplishment of the test objectives. Consider the test objectives you may use in your context - what data would you need to assess their accomplishment? How might you gather that data?

As others contribute to the discussion, review their posts and add your own comments.

Additional Resources

Is remote online usability testing worth the effort?

Useful Usability? 14 tools you may find useful (and usable!)

For purposes of classifying tools to evaluate in this matrix, the tools must have three critical functions necessary to conduct a classically defined usability test:

1. Audio and video recordings of testers (supporting the "Think Out Loud" method)
2. Ability to edit recordings of tester sessions into highlight reels

3. Capability to test using mobile devices (Smartphones and tablets)

Debunking a few common myths about online usability testing (blog)

Written to help user experience researchers keep an open mind about online usability testing.

Sample remote online usability testing sites - a mix of commercial and free tools to explore

Ten Free (at least to start) Remote Online Usability Testing Tools

Morae lab-based Usability Testing Software

Morae is a commercial product designed to run in a usability testing lab, and provides excellent recording, analysis and test management functions. Users and observers could connect remotely if desired. Runs on Windows OS only, though you could set it up for remote access from a MAC or mobile system.

http://www.techsmith.com/morae.html

Userzoom.com - Commercial online usability testing service

Session Four: Identifying, Recruiting and Selecting Representative Users for Testing

Tuesday, February 18, 2020

Preparation for this session

Please complete the following before class begins this week.

Read:

1. Krug, S. (2008) *Rocket surgery made easy: the do-it-yourself guide to finding and fixing usability problems*.Available at SF State Library – online access (free to students) **Read Chapters 5-6.**

2. Hwang, W. & Salvendy, G. (2010). Number of People Required for Usability Evaluation: The 10±2 Rule. *Communications of the ACM, 52*(5). pp 130-133. (Available in SF State Library online database - PDF download here.)

3. Barnum, C. M. (2011). Usability Testing Essentials: Ready, Set…Test! Burlington, MA: Elsevier **Read Chapter**

4. (PDF download here.)

Session 4 Agenda

Live session 7:00-9:45pm PT on February 18, 2020. If you prefer, you may complete all activities by viewing the recorded class session, exploring the online resources, and participating in the discussion forum.

Session 4 Discussion Notes from Readings

8.6MB Powerpoint 2007 presentation

We'll use these in class to guide our discussion of the readings.

Complete after Session 4: How many testers will you need? What will they be like?

How many testers do you think you'll need for the type of testing you envision conducting in your work? (or next potential project?) How will you recruit them? What characteristics will you look for in selecting potential testers?

As others contribute to the discussion, review their posts and add your own comments.

Additional Resources

Jacob Neilson: Why You Only Need to Test with Five Users

Compare Jacob Neilsen's guidance with that of others you've read this week. When is Jacob right?

Wait a Minute! Did Jacob say five? or 20? How many users are needed for quantitative tests?

More guidance from Jacob Neilson... does this conflict with his claim that only five users are needed for testing?

USG Guidance for Recruiting Participants

How does your US Government suggest you recruit participants for testing? Read this to find out. Includes links to several templates which may be useful to screen potential participants.

Session Five: Systems and Materials to Support Testing

Tuesday, February 25, 2020

Preparation for this session

Please complete the following before class begins this week.

Read:

1. Krug, S. (2008) *Rocket surgery made easy: the do-it-yourself guide to finding and fixing usability problems*.Available at SF State Library – online access (free to students) **Read Sample Test Script (after Chapter 16) - very brief.**

2. Rubin, J. and Chisnell, D. (2008) Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests (2nd Edition). SF, CA: Wiley Read Chapter 8 (PDF download here)

Watch:

1. TED Talk Video: Don Norman – 3 Ways Good Design Makes You Happy.

https://www.ted.com/talks/don_norman_3_ways_good_design_makes_you_happy [How] Can you assess the emotional impact of a design?

Session 5 Agenda

Live session 7:00-9:45pm PT on February 25, 2020. If you prefer, you may complete all activities by viewing the recorded class session, exploring the online resources, and participating in the discussion forum.

Session 5 Discussion Notes

4.7MB Powerpoint 2007 presentation

Complete after Session 5: Evaluating the Guidance from Usability.gov - Is it helpful?

In this discussion, we'll look for guidance from the Usabilty.gov website. Working individually or in a small group (2-3 people), choose one set (chapter) of guidelines rom https://guidelines.usability.gov/

1. Provide a short summary of the contents of the chapter in this forum (200-400 words).
2. Select one section of the chapter and prepare a basic evaluation of the guidelines provided in the forum, including a brief critique. Prepare to answer questions from peers in our next class session.

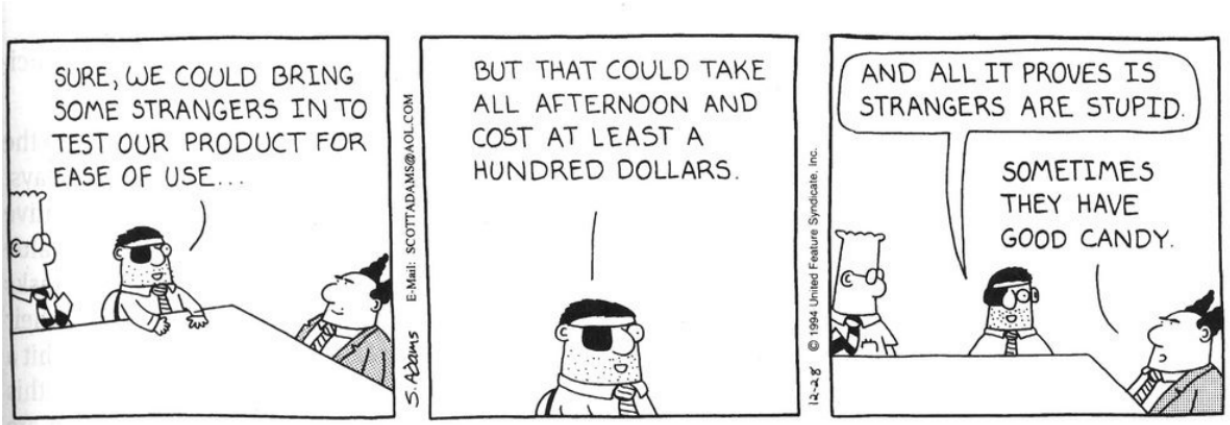
Additional Resources

Sample Invitation and Instructions to Participate in Remote Asynchronous Usability Review

Used in a real client engagement for a comprehensive (multi-component) review of a draft-stage e-learning module.

Session Six: Usability Test Group Meeting (No On-campus Meeting)

Tuesday, March 11, 2020



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Sample Usability Test Plans (copy from Session Two)

These three usability test plan samples reflect a range of formality, context, and scope. Modify the recommended plan format for your specific situtation.

Sample Simplified Usability Test Plans for E-Learning

These samples of simplified test plans for e-learning projects have been provided by previous students in ITEC classes. The simplified test plan provides a good starting point for your team, and for less formal tests may be an appropriate format for a final plan.

Session Seven: Conducting Usability Testing [No in-class session]

Tuesday, March 17, 2020

Even the best usability test plan is just a plan, nothing more. In this session we'll review the main activities of usability testing: selecting test tasks, recruiting representative testers, setting up the test site, conducting the test, gathering data, and analyzing the data to create meaning for learning and business decisions. We'll step through the entire process, paying particular attention to demonstrating an actual test process - as time allows.

You have the option to participate in the live class session, or watch recorded class sessions and participate in online discussions. If you prefer to engage in the live presentation/discussion session, you do not need to review the recorded class session. Whether or not you join in the live discussion, please plan on participating in the asynchronous forum discussion throughout the week.

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Preparation for this session

Please complete the following before class begins this week.

Read:

1. Krug, S. (2008) *Rocket surgery made easy: the do-it-yourself guide to finding and fixing usability problems*.Available at SF State Library – online access (free to students) **Read Chapters 7-9.**

2. *The Basics of User Experience Design, by the Interaction Design Foundation (IDF).* Available at no cost from https://www.interaction-design.org/literature **Read Chapters 5-6** (download your own copy of this book)

3. Molich, R., Ede, M. R., Kaasgaard, K., & Karyukin, B. (2004). Comparative usability evaluation. *Behavior & Information Technology, 23*(1) pp. 65–74 **(PDF linked here)**

Watch:

1. Tomer Sharon: 6 Must-See Usability Testing Videos https://usabilla.com/blog/7-must-see-usability-testing-videos/ **Pick one (or more) videos to watch**. What did you learn that you'll use in your UX testing?

Session 7 Agenda

Live session 7:00-9:45pm PT on March 10, 2020. If you prefer, you may complete all activities by viewing the recorded class session, exploring the online resources, and participating in the discussion forum.

Session 7 Presentation Notes

6MB Powerpoint 2007 presentation

This presentation summarizes the mani points on the assigned readings for Session 7 focused on conducting usability tests.

- Conducting Usability Presentation: Part One (reused from ITEC 9835 Course)
- Conducting Usability Presentation: Part Two (reused from ITEC 9835 Course)
- Conducting Usability Presentation: Part Three (reused from ITEC 9835 Course)

Sample early concept testing checklist - elearning

Sample Alpha Test Checklist - elearning

Sample Pilot Test Survey

provided at https://www.k4health.org/toolkits/elearning/sample-elearning-pilot-test-survey This is rather generic, but provides another set of questions commonly asked of remote e-learning testers.

Sample Remote Testing Script Form

A simple form like this might be useful to send to remote e-learning testers. This is not a complete script or form, but rather a sample to get you started thinking about what you should include in your situation, if you choose remote testing methods.

Sample test documents - non-elearning

Photos from the UNext.com User Experience Lab (ca. 2000)

Photos from the UNext.com User Experience Lab in its initial rollout - approximately year 2000.

Complete after Session 7: Which of the alternative testing protocols might you use?

Pick a user experience testing method (or combination of methods) from https://uxmastery.com/resources/techniques/
1. Review the resources provided.
2. Post a short summary of this method to this forum (200-400 words). Describe how this method might useful in your work.
3. Prepare to discuss your summary in the next class session.

Additional Resources

Brief tutorial (guide) to conducting a usability test

From Drupal.org, a brief step by step guide to conducting a simple moderated usability test. From the guide: "In a moderated usability study, there is a moderator (you) and a participant. The moderator guides the process and collects feedback. It could be remote or in person."

Stanford University's User Experience Group

A community of practice dedicated to making unconscious design conscious. Though this community is partially closed to people outside Stanford (attending events and joining the mailing list), you can look though many resources and use their helpful Critique Guide.

Usability Testing for Mobile Devices and Apps

What is Usabillity Testing to an App Developer?

Note: You may have to scroll down to view the content on this page - interesting UI!

Guidelines for Designing Mobile Apps that Users can USE!

Usability Testing in Action (videos)

Demonstration of Paper Prototyping Testing

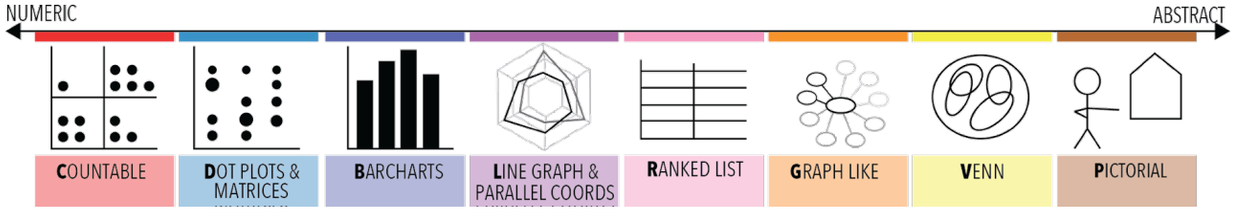
Paper Prototype Testing a Mobile App

Can you test the usability of anything? (the lighter side)

High-end Usability lab Solutions (an example)

Session Eight: Analyzing and Reporting Evaluation Data and Data-driven Decision-Making [No in-class session]

Tuesday, March 17, 2020



Preparation for this session

Please complete the following before class begins this week.

Read:

1. Krug, S. (2008) *Rocket surgery made easy: the do-it-yourself guide to finding and fixing usability problems*. Available at SF State Library – online access (free to students) **Read Chapters 10-13.**

2. Fischer, E. A. & Wright, V. H. (2010); Improving Online Course Design through Usability Testing. *MERLOT Journal of Online Learning and Teaching, 6*(1). **Available online**: https://jolt.merlot.org/vol6no1/fisher_0310.htm

3. Barnum, C. M. (2011). Usability Testing Essentials: Ready, Set…Test! Burlington, MA: Elsevier **Read Chapter 9.** (PDF download here.)

Watch:

1. TED Talk Video: Tom Hulme – What Can We Learn from Shortcuts? https://www.ted.com/talks/tom_hulme_what_can_we_learn_from_shortcuts How can testing identify "shortcuts" (desire paths) in your learning designs?

Session 8 Agenda

Live session 7:00-9:45pm PT on March 17, 2020. If you prefer, you may complete all activities by viewing the recorded class session, exploring the online resources, and participating in the discussion forum.

Session 8 Presentation Notes

This presentation highlights many concepts from the assigned readings for Session 8, focusing on using findings to generate recommendations and creating useful reports.

Proposed Calendar Revision for Discussion

We may want to push back the project work and timeline to mid-April. The attached syllabus reflects the calendar changes that we may implement. For discussion in class on March 17.

Complete after Session 8: What evidence supporting changes will you deliver?

What evidence do you think you can provide to the design decision-makers suggesting the need for (and value of) change? You can answer this either for your group project in this class or for other testing you may carry out.

Additional Resources

Extra Credit Opportunity: Discovering Gems in the HCI Conference Proceedings

In this extra credit opportunity, we'll be digging through the Association for Computing Machinery's Special Interest Group on Computer Human Interaction (ACM SIGCHI) conference proceedings for a few gems.

1. Select a conference proceeding paper from those available at

https://sigchi.org/conferences/conference-proceedings/

2. Provide a short summary in this forum - then respond to the comments of your peers.

Edward Tufte's Website (graphical display of information)

"Edward Tufte is a statistician and artist, and Professor Emeritus of Political Science, Statistics, and Computer Science at Yale University. He wrote, designed, and self-published 4 classic books on data visualization."

Explanations and Examples of 10 Common Excel Graph Types

You may find these brief descriptions of common graph types useful - all have examples. At the bottom of the page is a video explanation and links to Excel resources useful for generating graphical representations of data.

Statistical explanation of types of graphs

This resource explains common data types and associated visual representations, with discussions of when they are most appropriately used.

Usability Testing of a Web Site - Case Study

Corry, M., Frick, T. W., & Hansen, L. (1997). User-Centered Design and Usability Testing of a Web Site: An Illustrative Case Study. ETR&D, 45(4), pp. 65-76.

Method madness: a usability testing pilot research case study

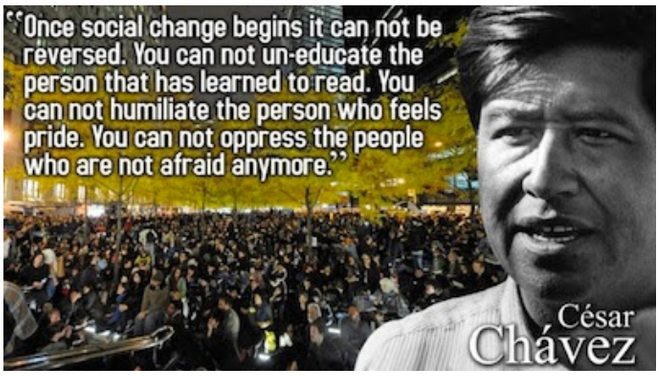
Decker-Maurer, H. (2012). Method madness: a usability testing pilot research case study. *Communication Design Quarterly Review, 13*(1). pp. 14-18.

Spring Break, Campus Closed, No Class Meeting

Tuesday, March 24, 2020

Cesar Chavez Day, Campus Closed, No Class Meeting

Tuesday, March 31, 2020



Session Nine: Usability Testing Platforms

Tuesday, April 7, 2020

Preparation for this session

Please complete the following before class begins this week.

Read:

1. Krug, S. (2008) *Rocket surgery made easy: the do-it-yourself guide to finding and fixing usability problems*. Available at SF State Library – online access (free to students) **Read Chapters 14-16.**

Watch:

1. Tim Urban – Inside the Mind of a Master Procrastinator https://www.ted.com/talks/tim_urban_inside_the_mind_of_a_master_procrastinator
- If you appreciated the video, you may want to read more from Tim Urban on his "Wait But Why" blog – perhaps starting with the "How to Pick a Career" post https://waitbutwhy.com/2018/04/picking-career.html

Session 9 Agenda

Live session 7:00-9:45pm PT on April 7, 2020. If you prefer, you may complete all activities by viewing the recorded class session, exploring the online resources, and participating in the discussion forum.

Session 9 Discussion Notes: Usability Testing Platforms

5.3MB Powerpoint 2007 presentation

This presentation provides summary notes from this session's readings and provides many links to associated resources.

Complete after Session 9: How much testing is enough? Is your testing good enough?

How will you know your testing is "good enough" to meet the objectives you set out to achieve? How much? (time? testers? data? change recommendations?)

Validately.com student access opportunity. We'll discuss this in class on April 7, 2020.

Hello Brian,

Due to our recent acquisition of Validately, we are happy to grant students **full access to the Validately platform for one year**.

If you are faculty: please reply with a list of your student's names and .edu email addresses. Also, have your students sign up for Validately free trials at https://validately.com/register.

Once we receive all the necessary information, our team will convert the trial to a free account. Students can then conduct and analyze moderated and unmoderated studies **with their own participants; e.g., fellow students, friends, etc**. After a year, students can request extended access to continue using Validately while still in school.

Students will have the option to recruit participants **from our panel (for a fee)** by entering their credit card information. Again, **using our panel is completely optional and does not impact access to the platform**. Please let us know if you have any questions.

Best regards,

Colton Gardner Enterprise Account Executive

UserZoom | Actionable UX Insights for Better Digital Experiences
Schedule some time with me
e: cgardner@userzoom.com
p: +1 (801) 921-9776
- Find Me On LinkedIn
a: 1801 Broadway Suite 720 Denver, CO 80202

Additional Resources

Other Usability Resources

UX Software Comparisons - capterra.com

This site lists the major UX software available currently, and allows for a side by side comparison for those of interest to you. Includes approximate cost, user ratings, and more.

Another User Experience Guidebook - from UserZoom.com

A guide to implementing an approach to UX testing that can be communicated to everyone in your organization: "User experience is important enough to justify everybody in your organization taking 30 minutes out of the day to find out how user-focused design can benefit the business."

Session 10: Evaluating the Accessibility of Systems and Materials

Tuesday, April 14, 2020

Preparation for this session

Please complete the following before class begins this week.

Read:

1. WebAIM: https://webaim.org/intro/ and https://webaim.org/resources/designers/

2. Henry, S. L. (2003-2015). Just Ask, Integrating Accessibility Throughout Design. Available online: http://www.uiaccess.com/JustAsk/index.html **Read the main content throughout the website**, focusing on the assessment of accessibility as a form of usability testing. (i.e., the section on evaluation found at http://www.uiaccess.com/accessucd/evaluate.html)

Watch:

1. TED Talk Video: Chieko Asakawa: How New Technology Helps Blind People Explore the World: (link corrected April 14, 2020)

https://www.ted.com/talks/chieko_asakawa_how_new_technology_helps_blind_people_explore_the_world

How might more accessible design benefit all learners using your designs?

Session 10 Agenda

Live session 7:00-9:45pm PT on April 14, 2020. If you prefer, you may complete all activities by viewing the recorded class session, exploring the online resources, and participating in the discussion forum.

Session 10 Presentation Notes (accessible version updated after Session 10)
5.1MB Powerpoint 2007 presentation

In Session 10, we explore guidelines for accessible design and discuss how to implement accessibility testing as an important component of usability testing.

Web Accessibility at SFSU
1.4MB Powerpoint 2007 presentation

This presentation was shared by Avi Chandiramani in class during Session 10.

Complete after Session 10: What is your plan to assess accessibility in your project?

How have you included an assessment of the accessibility of the digital product in your project? (Have you?) If you haven't looked at this, why not? Is it required? Not needed?

Additional Resources

Section 508 USG website

This site is focused on meeting the government agencies responsibilities for accessible ICT (information and communication technology), according to the Rehabilitation Act of 1973. Most interesting to you may be the sections on creating accessible digital products (select the **Create** tab) or training materials to help others learn about Section 508 requirements and compliance (select the **Training** tab).

Mismatch: How Inclusion Shapes Design, by Kat Holmes

Kat Holmes launched mismatch.design, a firm dedicated to inclusive design resources and education, and provides many useful resources on this site. She has many years of experience at Microsoft, leading the company's executive program for inclusive product innovation. At Google since 2018, she leads the UX Design group as Director.

FOR Designers

Great web accessibility starts in the design.

Plan Heading Structure Early
Ensure all content and design fits into a logical heading structure.

Ensure Logical Reading Order
The reading order for screen reader users should align with the visual order.

Good
Bad

Provide Good Contrast
Be especially careful with shades of orange, yellow, and light gray.

Abc

Use True Text Instead of Images of Text
True text enlarges better, loads faster, and is easier to translate and customize.

AAA

Use Adequate Font Size
Small text is difficult for all users to see. Ensure text is optimally readable.

Abcdefg

Remember Line Length
Don't make lines too long or too short.

Link

Make Sure Links are Recognizable
Distinguish links from body text using more than just color (e.g., underline).

Design Keyboard Focus Indicators
When navigating with the keyboard, the focused item must be visually distinctive.

Skip

Design a "Skip to Main Content" Link
A keyboard accessible link for users to skip navigation should be at the top of the page.

Click
Here

Ensure Link Text Makes Sense on Its Own
Avoid "Click Here" or other ambiguous link text, such as "More" or "Continue".

Design Usable Widgets and Controls
Dialogs, tooltips, menus, carousels, etc. must be easy to use and accessible.

Use Animation, Video, and Audio Carefully
Provide play/pause buttons. Avoid distracting movement.

Don't Convey Content Using Only Color
Users may override or may not be able to see differences between colors.

First Name
Submit

Design Accessible Form Controls
Ensure form controls have descriptive labels, instructions, and error messages.

© WebAIM
Web Accessibility In Mind
Center for Persons with Disabilities

Utah State University
Twitter: @WebAIM
webaim.org

For a text version, visit
webaim.org/resources/designers

Session 11: Usability Test Group Meeting

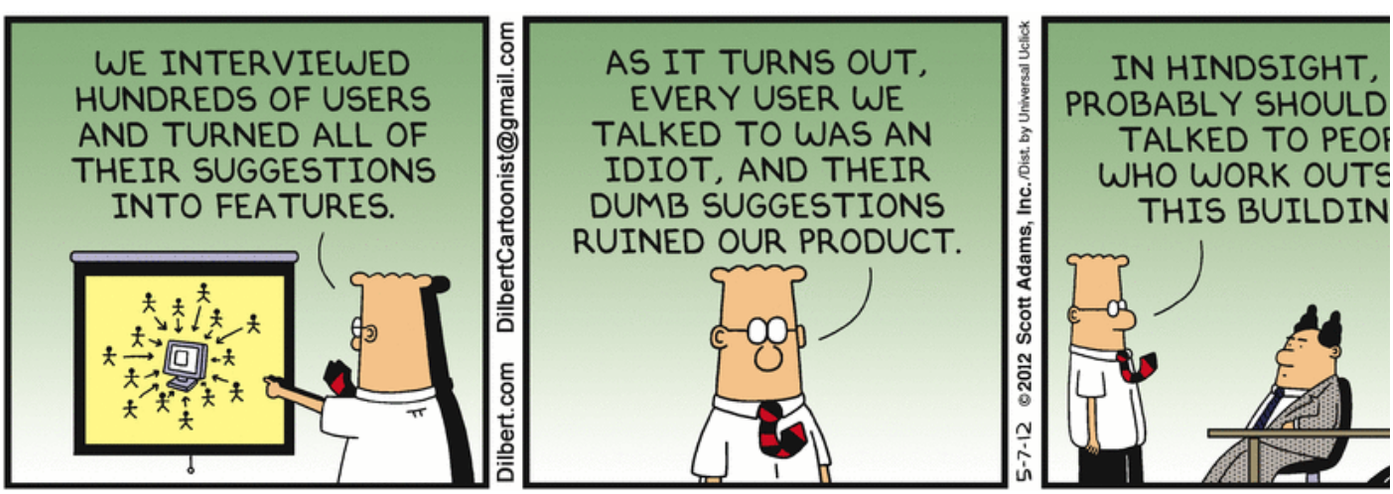
Tuesday, April 21, 2020

Session 12: Usability Test Group Meeting

Tuesday, April 28, 2020

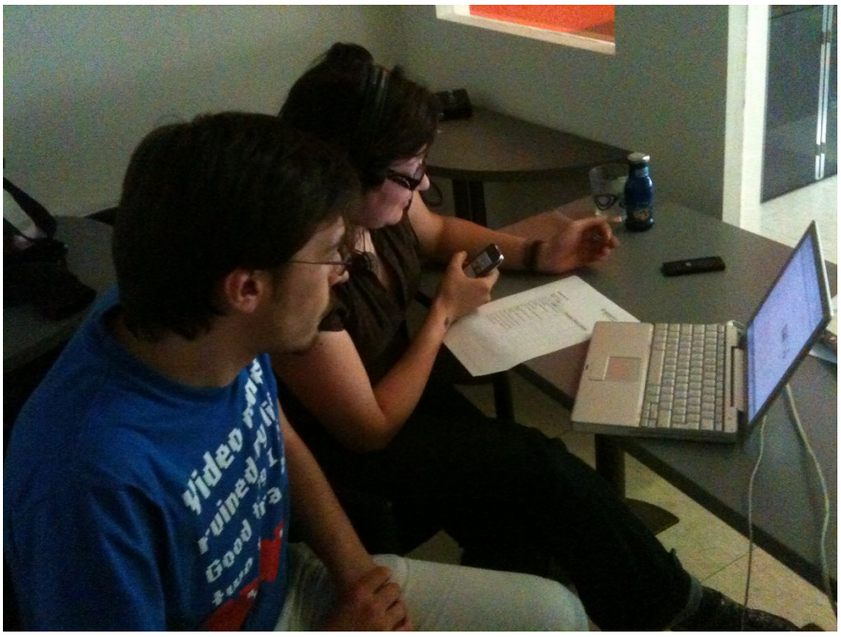
Session 13: Usability Test Group Meeting

Tuesday, May 5, 2020



Session 14: Usability Testing Report Presentations

Tuesday, May 12, 2020



This week your group will present your usability project you've been completing in this class.

You have the option to participate in the live class session, or watch the recorded class session and post a recorded presentation to the forum. If you prefer to engage in the live presentation/discussion session, you do not need to review the recorded class session. Whether or not you join in the live discussion, please plan on participating in the asynchronous forum discussion about the usability projects throughout the week.

Note: In order to receive credit for the class, you need to participate in each assigned discussion. You should plan on spending about three (3.0) hours total in class sessions (live or recorded) and interacting in discussions.

Agenda for Session 14

Live session 7:00pm-9:45pm PT on May 12, 2020.

Presentations of test plans and final reports from usability testing - live online.

Usability Test Project Team Resources and Reporting

Usability Test Project Team Periodic Updates

Post your periodic usability test project team reports in this forum. Reports are due before the beginning of the session following a "project Group Meeting" session. Describe what you've accomplished, what you are finding challenging, and what you plan to accomplish in your next phase (2-3 weeks). One update per team required after Sessions 6, 11, 12, and 13.

Post your Usability Test Plan here before Session 12 (draft due April 28, 2020) and after Session 14 (final due May 19, 2020)

Post your usability test plan here. In Session 14, your team will present your plan (as part of your project report) to the class and answer questions (10-15 min). You'll have until the end of the class (May 19) to revise the final version of the test plan.

Test plan evaluation rubric (advanced draft)

Sample Usability Test Plans (copy of folder provided above)

These three usability test plan samples reflect a range of formality, context, and scope. Modify the recommended plan format for your specific situtation.

Post your Usability Test Report here (draft before May 12, 2020 and final before May 19, 2020)

Post your usability project report here. You have until the end of the course (May 19, 2020) to post your report and receive full credit. If you cannot attend Session 14 (live with Zoom), create a discussion thread with a recorded presentation of your usability project.

Usability Test Report Evaluation Rubric

This rubric is used to evaluate the usability test report and presentation provided by your group.

Samples of Full Usability Reports for a Variety of Contexts

These reports were completed by me and others in a variety of contexts over the years. You'll notice a range of reporting scope and writing style depending on the audience and context. Your report may be similar, but it will differ in that it reflects the specificities of your project situation.

Latest news

Add a new topic...
11:58 AM, May 18
Brian Beatty
Wrapping Up Project Reports this Week
8:37 AM, May 6
Brian Beatty
Planning for Project Presentations on Tuesday, May 12
8:00 PM, Apr 21
Brian Beatty
Sessions 11-13 reserved for group project work
12:38 PM, Apr 13
Brian Beatty
Session 10 is live and online on Tuesday, April 14, 2020 at 7:00pm
11:20 AM, Apr 6
Brian Beatty
Session 9 is live and online on Tuesday, April 7, 2020
Older topics ...

My Courses

ITEC 9810-01 Instructional Design for E-Learning (1.8CEU) Summer 2020

Show all my courses

Activities

- Forums
- Glossaries
- Mediasite Content
- Resources
- Zoom Meetings

Random glossary entry

Tina Lin

Hi Everyone,

My name is Tina Lin, and I have been in the ITEC program for one year now. This is my 3rd semester. so far I have enjoyed all of my classes from the ITEC program and I am beginning to see how I can apply the skills and knowledge to improve some of the processes I do at my work and to develop potential training for staff to help students navigate organizational structure of a university.

I currently work at SF state in the undergraduate admissions office by the student service building, you are welcome to stop by, say hi or ask me questions if you are around the area. I will try to find you resources to help answer questions you may have.

I don't think I have much experience with usability testing, but I am interested in learning about the evaluation aspect of a product and how those evaluations can be used to improve UX/UI design. In relations to that, I took a research class during the summer and my research topic was:

"Evaluating the quality of information of a San Francisco State University (potential) transfer website and how it helps with the transfer process of community college transfer students."

I thought this class may be helpful to formulate my research design if I choose to conduct the experiment when the website is up and running.

It was nice to meet everyone in class and online, and I am looking forward to working with you all this semester. Thanks!

Best Regards,

Tina

Add a new entry
View all entries

Collaborative Sites

- ITEC INFO
- Research Methodology for Faculty
- Student Success Fee
- ISAN - ITEC Student / Alumni Network
- CRAC 2011-12
- CRAC 2010-11
- ETAC - Educational Technology Advisory Committee
- Affordable Learning $olutions (N/A)
- Online Education Committee
- CEL Faculty Resources
- Academic Senate
- Academic Technology ePortfolios
- Field Trip and Internship Risk Management Committee
- Inclusive Excellence Institute

iLearn Help

- Email iLearn Support
- Chat
- Contact Information
- Support Guides

Quickmail

- Compose New Email
- Signatures
- View Drafts
- View History
- Alternate Emails
- Configuration