I214 Intro
Syllabus

http://courses.ischool.berkeley.edu/i214/f08/syllabus.php

Introduction

1. Aug 28 & 30
   Intro: concepts and methods
   Sections 1.1-1.4
   Kuniavsky Ch. 3
   Usability basics from Usability.gov

2. Sept 4 & 6
   Kuniavsky, Chs. 4 & 5
   Sawyer & Buxton, Chapter 2

Pls fill out and email both of us this student info sheet.

Last revised 08/28/08. Under revision.

Readings

Many readings are are password-protected. In addition, if you are connecting from a non-UCB IP address, you need the Library Proxy Service to access readings from journals.
A Very Short History of Usability

• Rooted in cognitive psychology
• Engaged in lab-based testing modeled after psych experiments
• Min time/keystrokes, min errors
• Decisions made by management
A Very Short History of Usability

- More complex issues of error prevention, time saving
- Greater variety of methods
- Still largely business applications
A Very Short History of Usability

- Consumer sites: Voluntary use, competition
- More emphasis on information and functionality, less on keystrokes
- More emphasis on overall **user experience**
Iterative, user-centered design

Requirements gathering
Design specs
Prototyping
Testing
Final design
Testing
Implementation/rollout
User Experience Research

- Requirements gathering
- Design specs
- Prototyping
- Testing
- Final design
- Testing
- Implementation/rollout
- Evaluation
- Redesign, next version
This Course

I. Intro
What is usability, user experience
Critical approaches to: usability, users, use
The iterative design process
Usability, user research, user experience at every step in the process
Concepts, methods of measurement and evaluation & social science research methods
The user experience mindset: noticing

II. Defining and doing a project
Working with clients
—including: what is the real problem?
Scoping the project
Choosing data collection methods
Analyzing and synthesizing findings
Making recommendations
Reporting in various media

III. Methods
Competitor analysis
“Ethnographic” methods
• interviews
• observations
Surveys, diary studies
Focus groups
Cultural probes
Inspection methods (heuristics etc)
Testing (intro to experimental design)
Document analysis
Personas, scenarios, use cases
Universal usability
International usability

IV. Management/org’l issues
Place in organization
Relationship to other organizational functions, incl design, market research
Justifying usability
First assignment:
naive usability