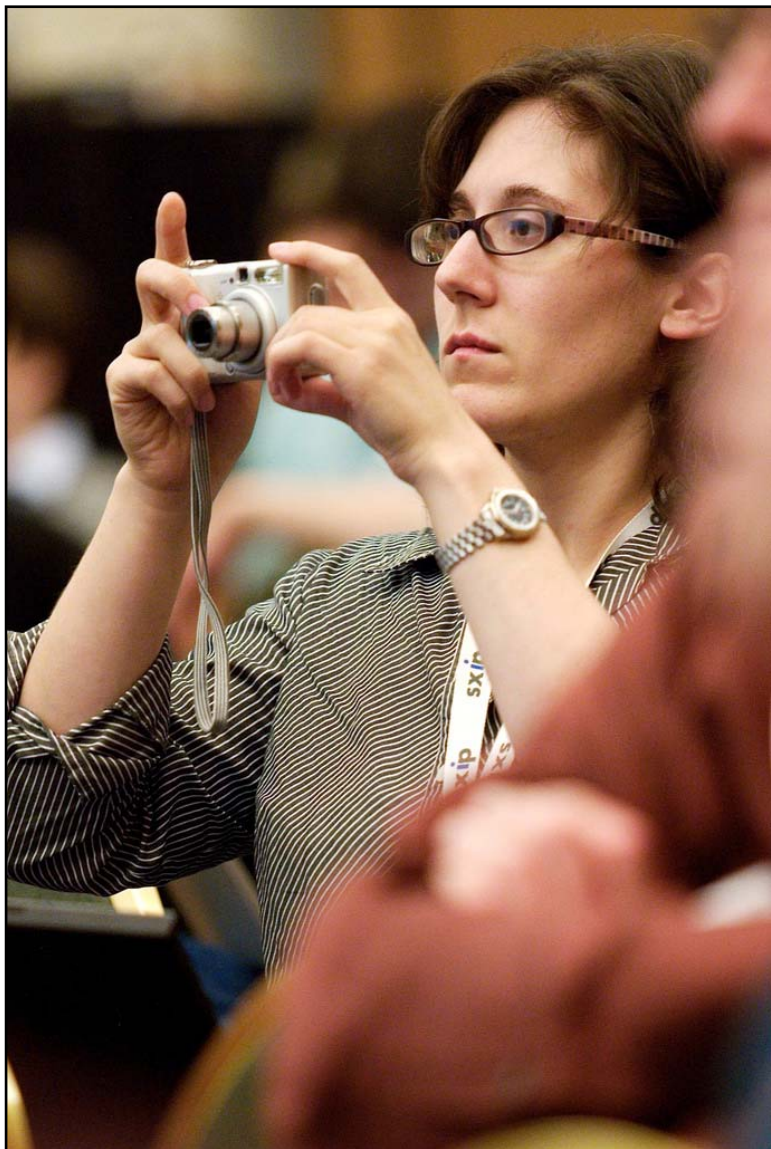


I2I4 Intro



Liz Goodman

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

Syllabus

Last revised 08/28/08. Under revision.

Readings

Many readings 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.

Introduction

1 Aug 28 & 30

Intro:
concepts and
methods
needs
assessment
and usability
assessment
methods
overview

Ben Shneiderman and Catherine Plaisant, *Designing the User Interface : Strategies for Effective Human-Computer Interaction*, New York; Addison-Wesley, 2004

[Sections 1.1-1.4](#)

Kuniavsky Ch. 3

[Usability basics](#) from [Usability.gov](#)

Pls fill out
and email
both of us
this
[student
info sheet](#)

2 Sept 4 & 6

Kuniavsky, Chs. 4 & 5

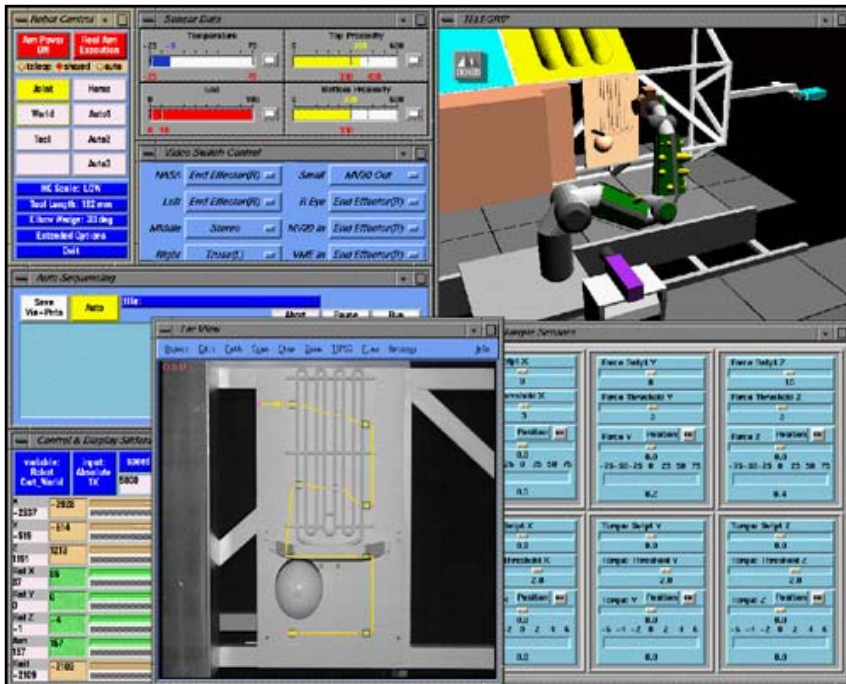
[Assn 1:](#)
[Naive
usability](#)

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

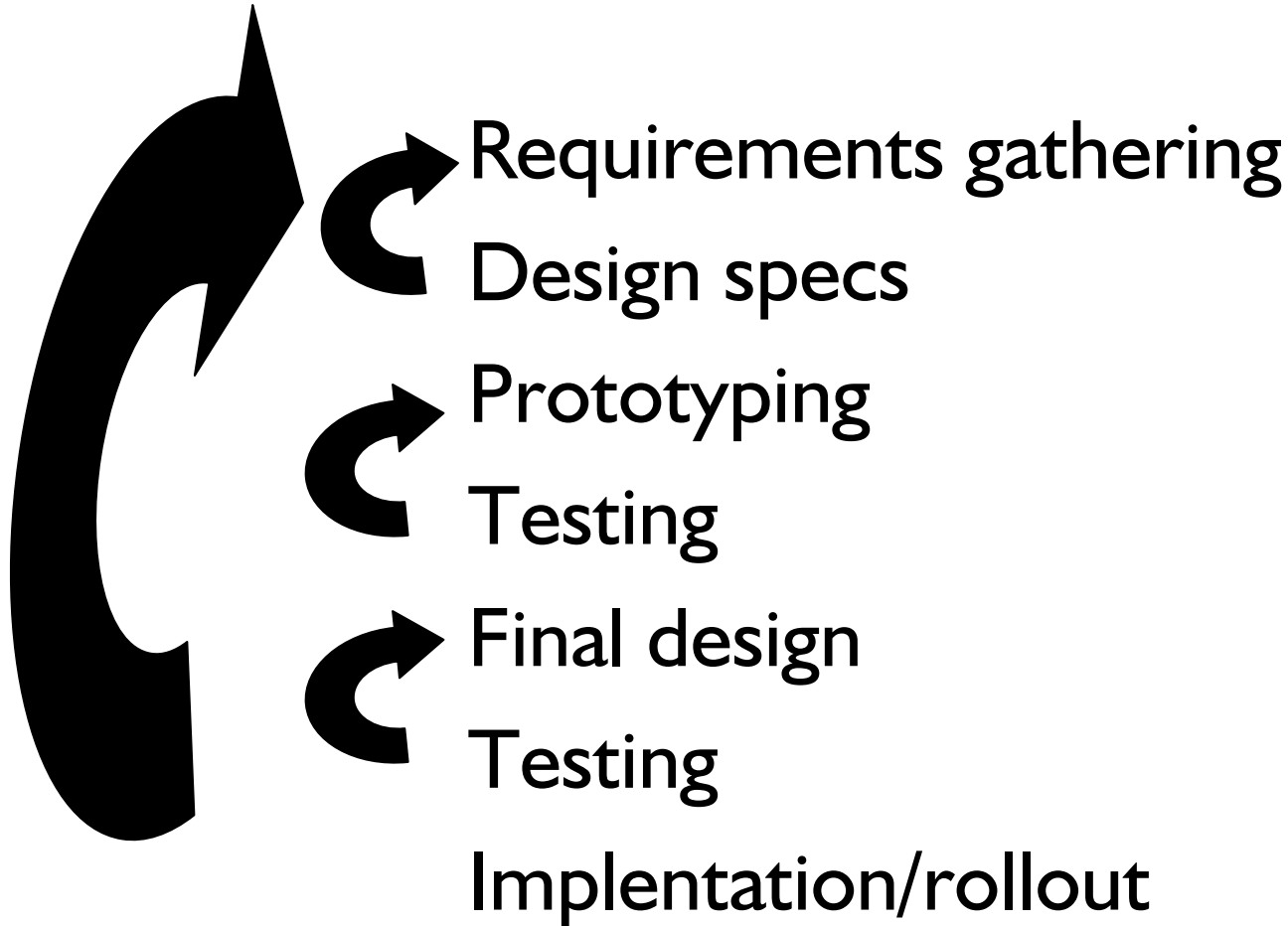
A Very Short History of Usability



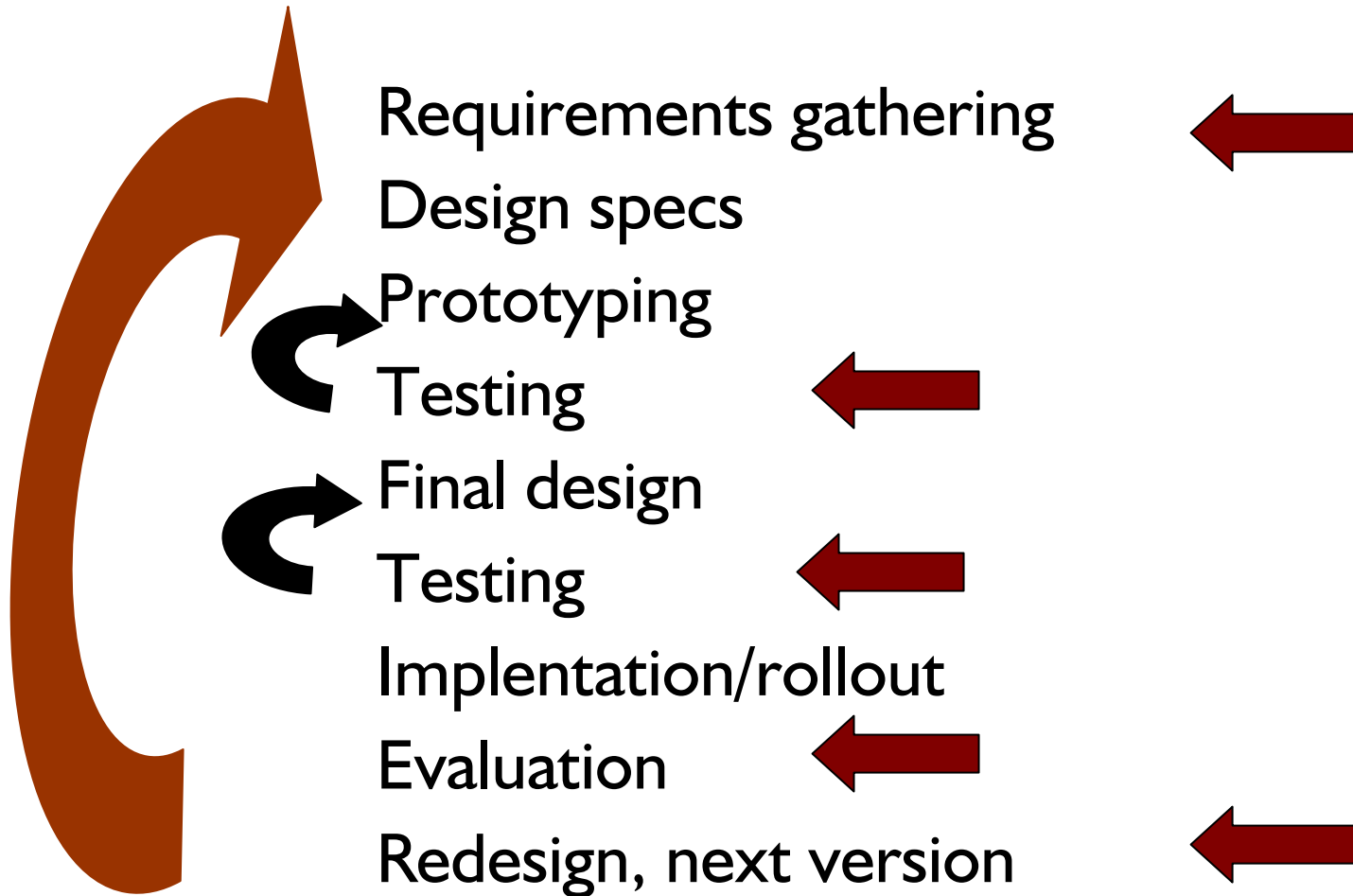
Amazon,
1998

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

Iterative, user-centered design



User Experience Research



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

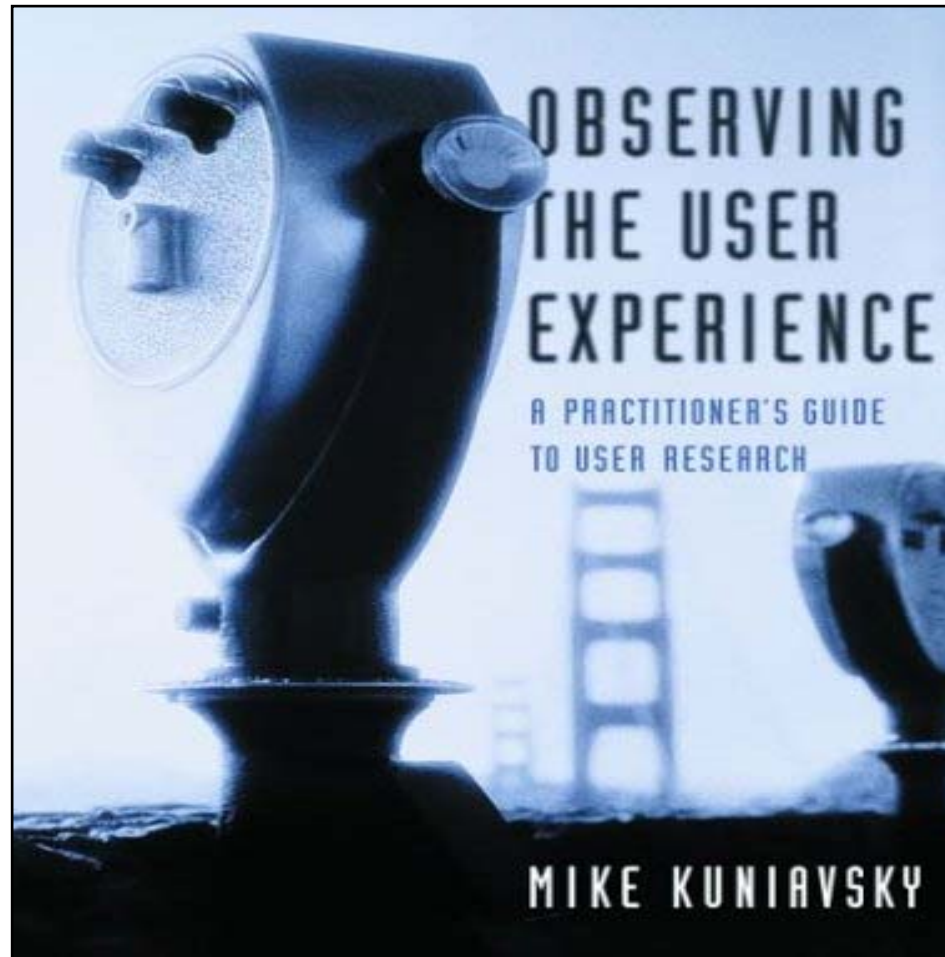
IV. Management/org'l issues

Place in organization

Relationship to other organizational functions, incl design, market research

Justifying usability

Textbook



**First assignment:
naive usability**