



**Usability Testing and Product Design  
Psychology 734  
Fall 2015**



Instructor: **Eva Wiese**, Ph.D.  
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Office Hours: Thursdays 11:00 -12:30 PM and by appointment  
Class Time: Thursday, 4:30-7:10 PM  
Location: Robinson Hall B205

Office: 2068 David King

### **Course Outline**

This course will cover a range of topics related to Human Factors in designing and evaluating systems, such as user analysis, design thinking, prototyping and usability testing. The course will also provide information about fundamental design principles, evaluation methods, usability testing strategies, and professional issues. A more detailed schedule of readings, assignments and topics by date can be found below and will be made available in class and on Blackboard. Any schedule changes or changes in assignments will be announced in advance.

### **Course Objectives**

The goal of the seminar is to introduce students to contemporary approaches used by usability researchers and professionals when designing and evaluating products that are functional, easy to use and at the same time enjoyable. This seminar consists of theoretical and practical parts: On the one hand, it informs about methods and the psychological background of usability research. On the other hand, it includes several hands-on exercises, in which students can apply common usability methods to evaluate products currently on the market. In addition, students work on a semester project, in which they will go through the main steps of the user-centered design process (analysis, conceptualization, design, evaluation) in order to evaluate and improve a given product. The issues and techniques introduced in this seminar are intended for graduate students with interests in conducting academic or industry research. The primary objective is to provide students with valid, and marketable usability and design techniques that will be of benefit in both academic and industry settings.

### **Textbooks and Reading**

No textbook will be required for this course, but students are encouraged to search for additional reading material online or in the library. Reading assignments will consist of approximately 20 peer-reviewed journal articles and other published reports. All reading materials will be made available online via blackboard during the semester. A detailed list of due dates for completing reading assignments can be found in the weekly schedule. Students are encouraged to discuss the articles with classmates prior to class and to attend my office hours to discuss any of the topics related to the course, including reading assignments. All reading assignments should be completed before class.

## Course Assignments

*Weekly Assignments:* Students will complete graded assignments to investigate usability issues (e.g., hall of shame / fame). In addition, there will be other assignments during the semester, including short presentations, and classroom assignments. All together, weekly assignments will contribute 25% towards the course grade.

*Semester Project:* Students will work on a usability project (in groups), in which they are asked to evaluate and improve (i.e., redesign) a given product. The project will be documented with a written report and oral presentation to the class. Details regarding the project will be provided in class. The project will contribute 65% towards the students' course grade.

*Participation:* Participation is essential, and students are encouraged to become active participants in class by reading course assignments, thinking about the readings, and raising interesting questions and comments. Students are also encouraged to engage with classmates and the professor outside the classroom. Participation in class will contribute 10% towards students' course grade.

## Grading

Weekly assignments	25 points
Semester project	65 points
Participation	10 points
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Overall	100 points

Letter Grade	Grade Points	Points
A+	4.00	100 - 95
A	4.00	94 - 90
A-	3.67	89 - 85
B+	3.33	84 - 80
B	3.00	79 - 75
C	2.00	74 - 70
F	0.00	69 - 0

## **Attendance**

Because parts of the semester project will be worked on during class time, attendance at all scheduled seminars is required. Attendance is also essential to successfully learn the concepts covered by this course. One unannounced/unexcused absence will be allowed for each student, after which each additional unexcused absence will result in the loss of one letter grade per day. In addition, it is highly advised to contact me before all absences to accommodate any assignments or other graded material that might not be completed due to the absence. Any assignments that are delayed due to an unexcused absence will receive no credit unless other arrangements have been made in advance.

## **Cancellation Policy**

In case class needs to be cancelled due to an unexpected event, students will be informed via email as soon as possible. Make-up sessions will be arranged for cancelled classes.

## **GMU Honor Code**

George Mason University has an Honor Code that each student accepts as a condition of enrollment. This code is consistent with APA's ethical principles for working professionals, and it is required that each student adhere to the Honor Code. For this course, group collaboration is necessary and expected, but all students are required to produce original work on all assignments (other than the semester project) unless otherwise noted. Plagiarism, academic dishonesty, and other failures to follow the GMU honor code will result in disciplinary actions that are likely to include receiving a failing grade for this course, along with referral to the GMU Honor Committee for further review and documentation of the offense. A lack of knowledge about what constitutes a violation of the GMU honor code is not a defense against possible violations; it is your responsibility as a GMU student to review and adhere to this code. If you have any questions about plagiarism or the GMU honor code, I encourage students to review the code for themselves at: <http://academicintegrity.gmu.edu/honorcode/> or to see me so that I may provide clarification.

## **Performing at Your Best**

*Learning Accommodations:* It is our policy to accommodate all students with disabilities that might affect their learning, course participation, or assignment completion. If you are a student with a disability and you need academic accommodations, please feel free to speak with me about making appropriate accommodations and contact the Disability Resource Center (DRC) at 703-993-2474, or online at <http://ods.gmu.edu>.

*Stress and Academics:* GMU is committed to helping students maintain their emotional well-being through the GMU Counseling and Psychological Services (CAPS) office, located online at: <http://caps.gmu.edu/> and by telephone at: 703-993-2380. CAPS services are free to Mason students, and include one-on-one stress and anxiety counseling, and highly regarded Academic Skills Workshops that can teach students how to 'study smarter' and make the most of your investment in higher education.

*Improving Academic Writing:* Strong writing is a skill that is learned through guided instruction and practice. Students who seek to improve their academic writing are encouraged to do so by visiting the GMU Writing Center. Information can be found online at: <http://writingcenter.gmu.edu/>

## Weekly Schedule and Assignments

Weekly class meetings will generally be split into two sections: a discussion of assigned readings, followed by a lecture or classroom project activities. The schedule is tentative and the instructor reserves the right to make minor adjustments to the schedule of assignments. Changes will be announced in class.

Date	Topics	Reading & Assignments
09/03	Course Overview: Requirements, Syllabus, Project	
09/10	<b>Design of usable products: Introduction and Definitions</b> <i>Article Discussion</i> <b>Class Project:</b> Hall of shame / fame	Nielsen (1992) Hassenzahl (2003)
09/17	<b>Design of usable products: Knowing your user</b> <i>Article Discussion</i> <b>Semester Project:</b> Personas	<b>Hall of shame/fame: DUE</b> Wharton & Lewis (1994) Maguire (2002)
09/24	<b>Design of usable products: Knowing your product</b> <i>Article Discussion</i> <b>Semester Project:</b> Competitor and Task Analysis	Kieras (1997) Maguire (2001)
10/01	<b>Design of usable products: Design Principles</b> <i>Article Discussion</i> <b>Semester Project:</b> Evaluation Design Principles	Tractinsky (2000) Gould (1985) Norman (1983)
10/08	<b>Usability Testing: Introduction</b> <i>Article Discussion</i> <b>Semester Project:</b> Mid Term Presentation	<b>Mid Term Project Presentation: DUE</b>
10/15	<b>Usability Testing: Methods I</b> <i>Article Discussion</i> <b>Semester Project:</b> Design Evaluation	Nielsen & Molich (1990) Hornbaek (2006)
10/22	<b>Usability Testing: Methods II</b> <i>Article Discussion</i> <b>Semester Project:</b> Design Evaluation	TBA Rohn et al. (2002) <b>Class room assignment 1</b>
10/29	<b>No class</b> Social robotics conference and HFES conference	
11/05	<b>Usability Testing: Methods III</b> <i>Article Discussion</i> <b>Semester Project:</b> Test Plan + Material	Virzi (1992) Nielsen (1994). Chapter 6
11/12	<b>Usability Testing: Methods IV</b> <i>Article Discussion</i> <b>Semester Project:</b> Data collection + Analysis	Theofanos et al. (2005) ANSI-NCITS 354-2001 (2001)
11/19	<b>Design of usable products: Generating Ideas</b> <i>Article Discussion</i> <b>Semester Project:</b> Design Thinking	Brown (2008) Maiden (2004) <b>Class room assignment 2</b>

11/26	<b>No class</b> Thanksgiving	
12/03	<b>Design of usable products: Implementing Ideas</b> <i>Article Discussion</i> <b>Semester Project:</b> Prototyping	Lim et al. (2006) Van der Lugt (2005)
12/10	<b>Semester Project Presentations</b>	<b>Final Project Presentation: DUE</b>

### Drop dates

Note that **September 8<sup>th</sup>** is the last day to add this class and **October 2<sup>nd</sup>** is the last day to drop this class.