

TECM 4300: Usability and User Experience  
University of North Texas  
Fall 2017

Instructor and Course Information

Time	Tuesday/Thursday: 12:30-1:50
Place	AUDB 313
Instructor	Dr. Erin Friess
Office	AUDB 303
Email	Erin.friess@unt.edu (I will respond to email that requires a response within 48 business hours)
Office hours	Tuesday/Thursday 9am-10am and by appointment

Course Description

The purpose of this course is to develop your skills related to usability and user experience assessment as it relates to careers in technical communication.

Learning Objectives

At the end of this course, you will be able to:

- 1) Identify methods of usability and user experience assessment;
- 2) Identify the best methods to use in various testing scenarios;
- 3) Develop and conduct a usability assessment protocol; and
- 4) Analyze the data and write useful recommendation reports.

Required Readings

- 1) Barnum, C. *Usability Testing Essentials*. New York: Elsevier. 2011.
- 2) Krug, S. *Don't Make Me Think*. Berkley, CA: New Riders. 2006.

Required Materials

- 1) Internet Access, particularly to your email, Blackboard, and Slack
- 2) A storage system.

Note About This Class

This class will be conducted in a way unlike most other of your classes. For the first part of the semester, the class will be similar to traditional classes. In the next part of the semester, the structure of the course will become much more nebulous. I will explain what that means as we move forward. In order to succeed, you will need to have the motivation and the structure to complete work as part of a team without immediate oversight. If you do not feel as though you can succeed in that manner, please talk to me and we will discuss a better course for you.

Course Policies

Attendance

Attendance in this course is not optional. You are expected to attend every class period. I understand that unforeseen circumstances happen. You will be allowed three absences. Each absence beyond the first three will result in a loss of a letter grade. If you miss five classes, you will be automatically dropped from the course for non-attendance.

Tardiness

If you are more than 15 minutes late, you will be counted absent for the day.

Major Assignments

Major assignments are due when called. If they are not in my hand at "last call," assignments will be considered late. You will lose one letter grade per day the assignment is late. You must make arrangements with me to submit late work. If you are absent on the day the assignment is due, you must make arrangements with me to submit the work prior to the deadline. If there is an emergency, please email me immediately so we can work out the details. Daily assignments are not accepted late.

#### Email

The only email address I will use will be your my.unt.edu address. I will use this address to send out announcements and updates. You must check your email regularly.

#### Classroom Behavior

This course takes place in a computer lab; however, you should use the computer to supplement your educational experience. If you are checking email, surfing the internet, or working on an assignment while I am lecturing or while you are supposed to be doing a class exercise, you will be asked to leave the classroom and will receive an absence for the day. This rule applies to computers, phones, and tablets equally.

Additionally, students are expected to familiarize themselves with the UNT Student Code of Conduct to know appropriate classroom behavior.

#### ADA

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at [940.565.4323](tel:940.565.4323).

#### Religious Holidays

In accordance with State law, students absent due to the observance of a religious holiday may take examinations or complete assignments scheduled for the day missed within a reasonable time after the absence. Travel time required for religious observances shall also be excused. Please see the UNT Student Handbook for information on which holidays or holy days are covered by this policy. State law also requires that students notify their teachers at the beginning of the semester if they expect to miss class on a religious holiday during the semester but want to make up the work missed. Students will be allowed to make up the work provided they have informed their teachers in writing within the first 15 days of the semester. Once again, all assignments and scheduled work must be turned in before the date of the excused absence. University policy requires that students provide their teachers with an official notification card issued by the university if they want to make up any in-class work they missed while they were involved in a university authorized activity.

#### Academic Dishonesty and Integrity

It is your responsibility to become familiar with UNT's Policy of Academic Dishonesty (<https://deanofstudents.unt.edu/academic-integrity>).

This policy includes cheating, plagiarism, fabrication or falsification of data or citations, and facilitating academic dishonesty in others.

If I detect any issue with your work, I will follow the UNT Policy of Academic Dishonesty. The assignment will receive a grade of 0, and the infraction will be reported to the proper authorities.

In my usability classes, the most common form of Academic Dishonesty I find is fabrication. That is, students will, instead of conducting a usability test or an interview, make up the results of the test or the interview. ***If I find evidence of fabrication in your assignments, you will receive an F for the course.***

## Assignments

All projects will be explained in more detail later in the semester. Each major assignment will have many parts (including progress reports) that will not be included on the overall calendar.

### Daily Assignments 25%

In the first portion of the semester, you will be asked to complete individual assignments that demonstrate your mastery of various usability and UX concepts.

### Sprints 1, 2, and 3 20%, 25%, and 30% respectively

Working in groups that I assign, you will complete a full usability assessment of the website.

TECM 4800 Calendar

Week	Topic	Major Project Due
1	What is usability? What is user experience? Agile Processes for communication	
2	Think Aloud Protocol	
3	Personas and Heuristic Evaluation	
4	Card Sorting, Surveys, and Eyetracking	
5	Analyzing Data and Writing Reports/ Sprint 1	
6	Sprint 1	
7	Sprint 1	
8	Sprint 1	Sprint 1 Due
9	Sprint 2	
10	Sprint 2	
11	Sprint 2	
12	Sprint 2	Sprint 2 Due
13	Sprint 3	
14	Sprint 3	
15	Sprint 3	
16	Thursday December 14 10:30am Final	Sprint 3 Due