Ch 9 SAQs (Pop Quiz)

1. What is the scientific method and why is it important?
2. What do we mean by internal and external validity?
3. What is the single most important reason for having a set of ethical procedures?
4. What are the eight key ethical principles (give a brief rationale for each)?
5. Why is conforming to scientific principles key to good ethical designs?

UX from 30,000ft Validating Your Work

Chapter 10 - Lecture 17/18 (100 minutes)
@sharpic
http://sharpic.github.io/COMP33511/

Recap - Hat Racks

Data Collection/Analysis

1. Participant Observation;
2. Task Analysis;
3. Focus Groups;
4. Interviews;
5. Social; and
6. Archive.

Dissemination

1. User Stories;
2. Use Cases;
3. Persona;
4. Scenario;
5. Wireframe;
6. Mock-up / Wizard of Oz;
7. Storyboard;
8. Flow Chart;
9. State Transition / State Machine; and
10. UML.
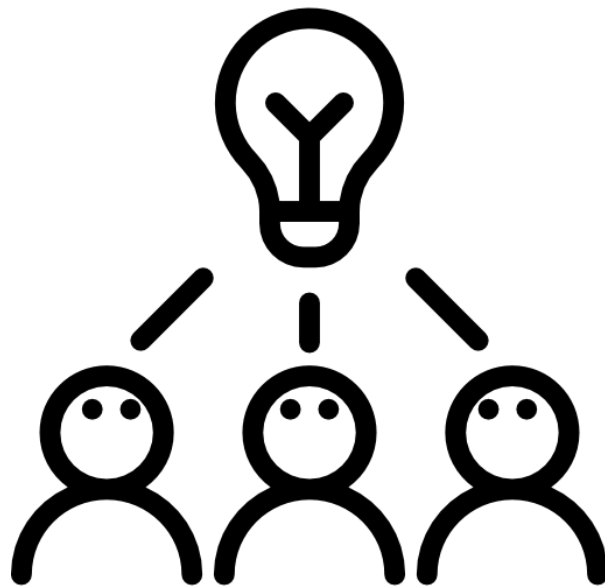
Expert Evaluation via the Audit #1

1. Walkthroughs; and
2. Heuristic Evaluation.

Think!

Kinds of questions you are asking, expertise of the 'expert'.

What Questions Would YOU Ask?

1 minute

Fieldwork

1. In-Situ / In the Wild;
2. Anthropological - small sets of people.

Difference is in the intention - Not to inform design - but to evaluate the correctness!
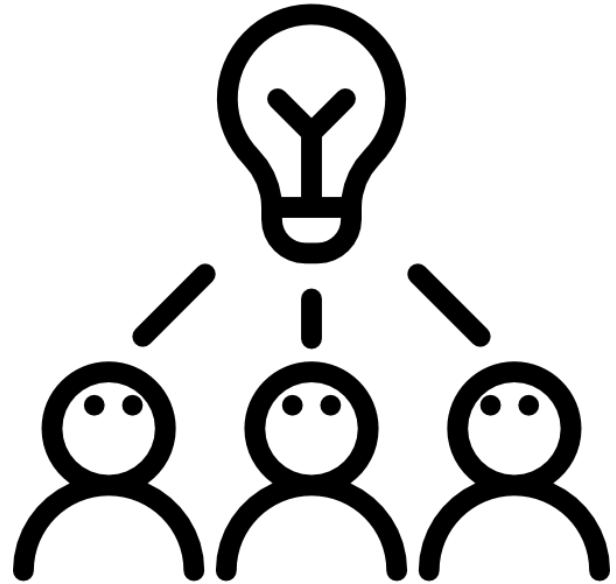
Unobtrusive

Problems with 'normal' Observation.

1. **Guinea Pig**: people feel like guinea pigs, therefore change their behaviour patterns;
2. **Role Selection**: participants see the experimenter as having an elevated status, therefore following that experimenters lead;
3. **Measurement as Change**: aspects of experiment introduces real changes, and
4. **Response Sets**: respondents will more frequently endorse a statement than disagree with its opposite.

Design criteria to avoid these.

What Criteria Would YOU Enact?

1 minute

Break Time - Pause Recording

Back in 10 Minutes!

Come see me now if you have Questions Regarding this Lecture!

Longitudinal Observation

Observation of user behaviour when interacting with applications and the Web -- especially for the skill gaining process -- is better observed at a longitudinal fashion. This statement is founded on the fact that increased intervals enable the consolidation of declarative knowledge in long-term memory, where consolidation does not happen automatically and it is not determined at the time it has been learned. In order to gain insights into the user experience in the context of your development, we should conduct a longitudinal analysis of those users if at at all possible.

Quantitative

Time etc

Laboratory, experimental - not well used in company based UX.

Card Sorting

Sorting representations into an order based on some criteria.

Triadic elicitation

Understand differences which are not immediately obvious.

Analytics

Experience monitoring

1. **PULSE**: Page views, Uptime, Latency, Seven-day active users, and Earnings and
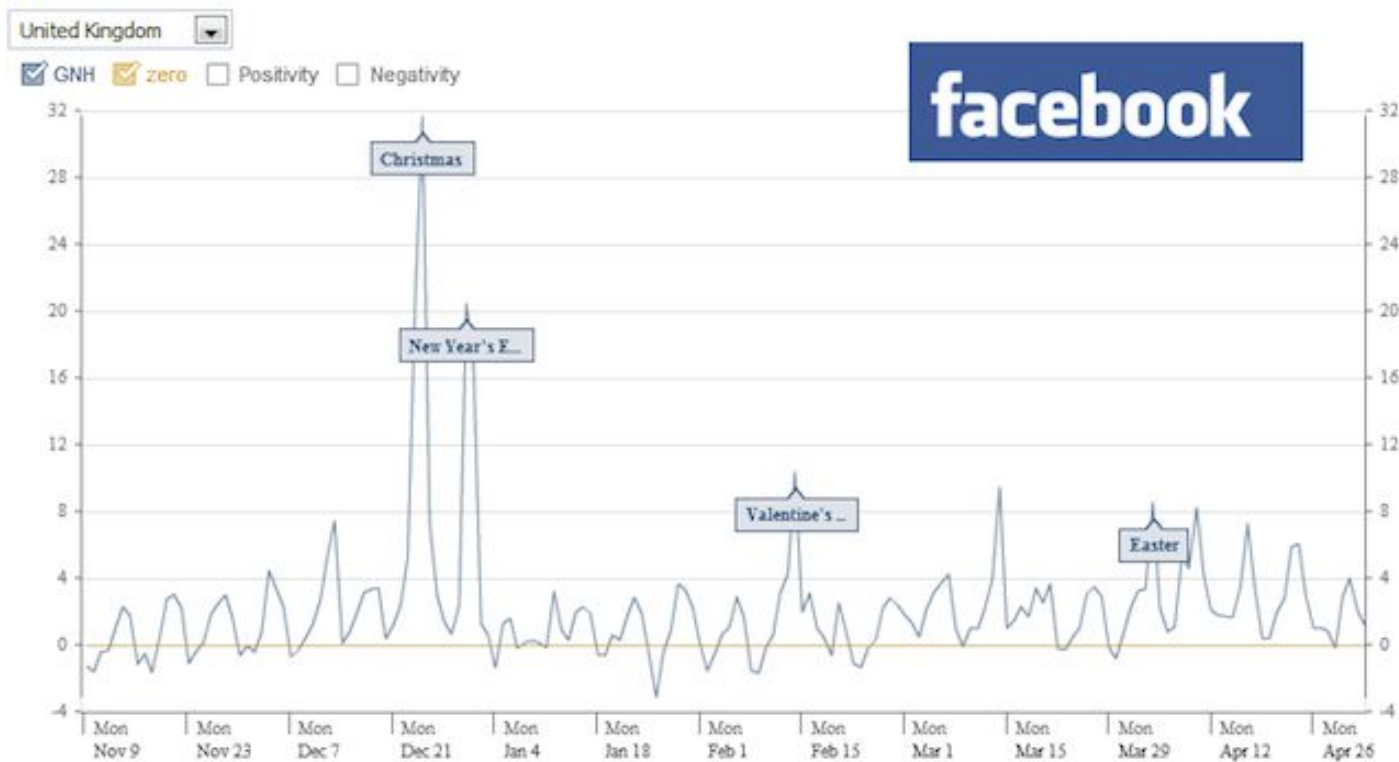2. **HEART**: Happiness, Engagement, Adoption, Retention, and Task success.

Notice Anything?

Analytics

1. **Experience monitoring**: a qualitative representation of a single session
2. **Mindshare goals**: qualitative measures such as awareness, branding effectiveness.
3. **Customer support**: responsiveness and Customer satisfaction evaluation.

Analytics

Facebook Happiness Measure / Facebook

Notes - In your own words!

3 minutes

Think-Aloud

Classic of the UX evaluation process evolving mainly from design based approaches. It produces qualitative data and often occurs as part of an observational process, as opposed to a direct measurement of participant performance, as would be normal in laboratory settings.

Co-Operative Evaluation & Participatory Design

Enabling each individual to fully interact within the discussion process while the UX specialist remains outside of the discussion just acting as a facilitator for the participants views and thoughts is a key factor in the process design.

Think Pair-Programming with Users!

Survey Questionnaires - Reprise

The federal government should raise taxes so it can provide more help for people who need it:

[Strongly disagree ▼]

Law-adiding citizens should have more access to guns:

[Strongly disagree ▼]

Except in rare instances, such as when a woman's life is threatened, abortion should be illegal:

[Strongly disagree ▼]

The United States must do more with its military power to fight terrorism around the world:

[Strongly disagree ▼]

A same-sex couple should have access to the same marital benefits as those given to heterosexual couples:

[Strongly disagree ▼]

The military should be given a timetable to leave Iraq:

[Strongly disagree ▼]

The government should increase funding on embryonic stem cell research:

[Strongly disagree ▼]

The death penalty should be available for those convicted of heinous crimes:

[Strongly disagree ▼]

Affirmative action is still needed and should be used to promote diversity in the workplace and higher education:

[Strongly disagree ▼]

Illegal immigrants who have shown they are productive members of society should be given amnesty and receive social services:

[Strongly disagree ▼]

(submit)

Survey Measures / Wikimedia

Hybrid Methods

...known also as mixed methods or triangulation

Are terms used to denote the use of many complementary methods because the UX specialist recognises the inadequacies of a single method standing alone. Indeed, the hallmark of being a field practitioner is flexibility in relation to theoretical and substantive problems on hand.
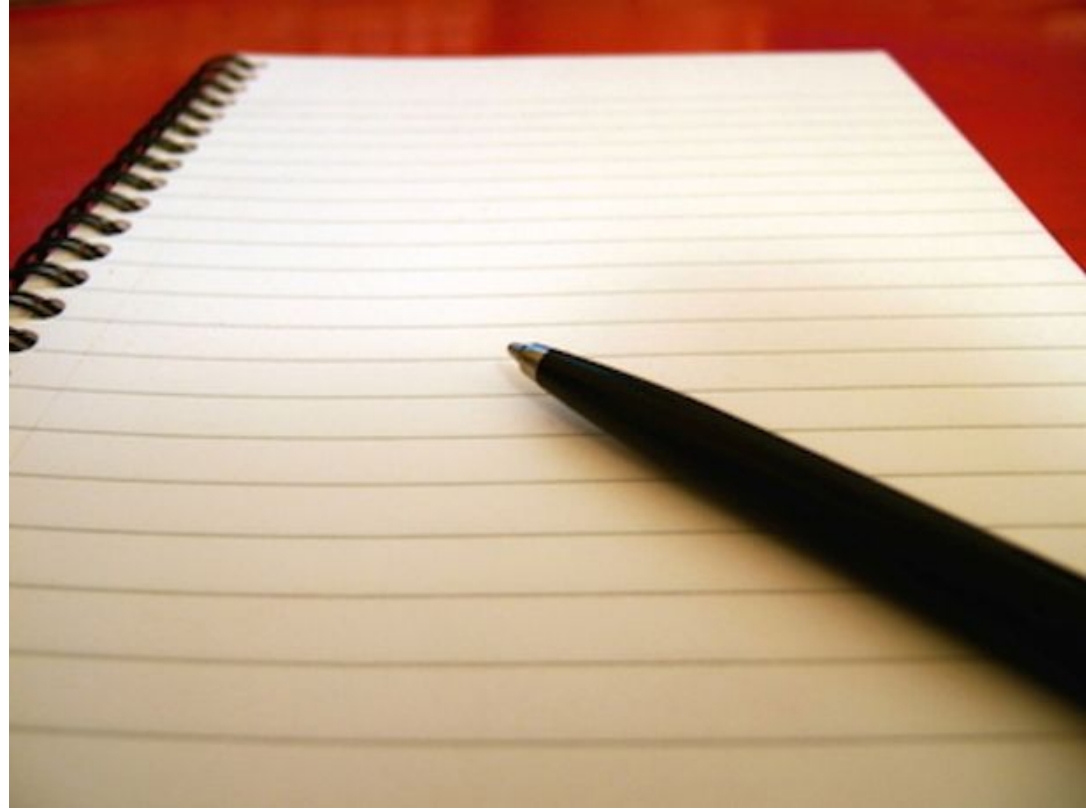
Notes - In your own words!

3 minutes

Tools of the Trade

Pen and Paper

Pen and Paper / Wikimedia

Field Audio
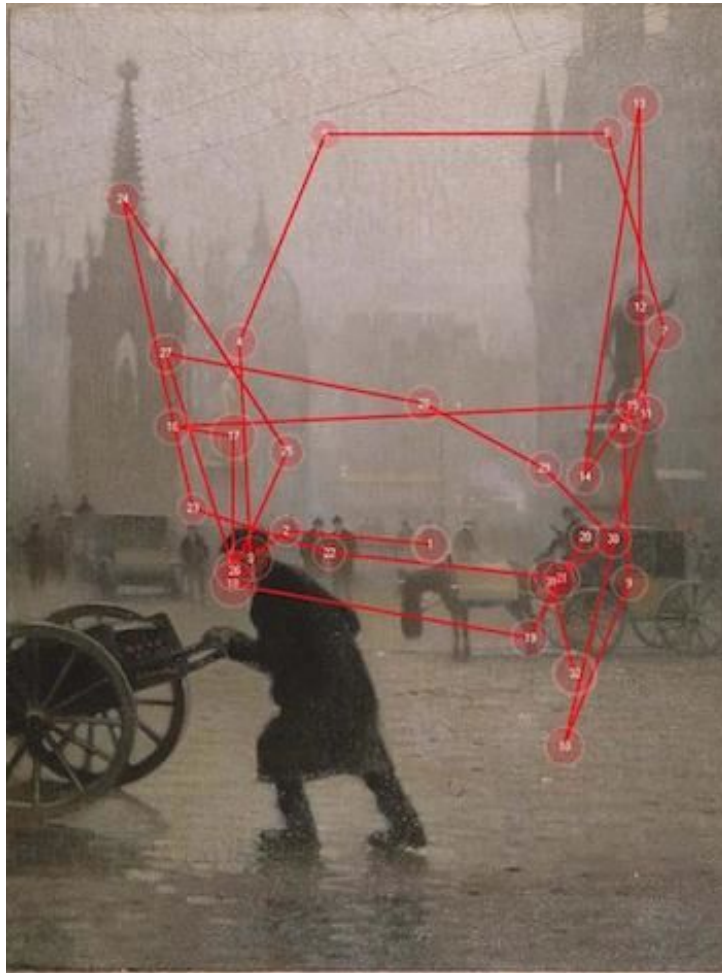

Field Audio / Sony

Field AV

Field AV / Flip

Electro-Encephalo-Graphy (EEG)

EEG / Wikimedia

Eye-Tracking

Eye-Tracking / University of Manchester

Galvanic Skin Response (GSR)

GSR / Psychometric Research

To Do

1. Read Next Chapter.
2. Be Ready to Answer the Chapter SAQs (Pop Quiz).
3. Is there a Discussion Topic.

See You Next Time!

Open House / Surgery - 2.60

Friday 09:00-11:00

@sharpic