

MEUS: User Experience Measurement

Module Title:			User Experience Measurement		
Language of Instruction:		า:	English		
Credits: 5		5			
		_			
NFQ Level:		7			
Module Deli	vered In		2 programme(s)		
Teaching & Strategies:	Learning		This will employ the standard lecture, lab, project, and final exam approach.		
Module Aim	:		Design and carry out carefully considered evaluations of user experiences based on best practice and a firm foundation of the underpinning concepts.		
Learning Ou	itcomes				
On successfu	ul completior	n of th	nis module the learner should be able to:		
LO1 Design carefully considered evaluations of user experiences based on best practice			considered evaluations of user experiences based on best practice		
LO2	O2 Carry out a range of different evaluations of user experiences				
LO3	LO3 Analyse and present the results of user experience evaluations				
Pre-requisit	e learning				
Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module.					
No recommendations listed					
Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module.					
No incompatible modules listed					
Co-requisite Modules					
No Co-requisite modules listed					
Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.					
No requirements listed					



MEUS: User Experience Measurement

Module Content & Assessment

Indicative Content

Study design

Types of data, Independent and dependent variables; within-subjects and between-subjects; A/B testing; causation and correlation; research questions; hypotheses; writing user tasks; user satisfaction; sampling techniques; deciding on sample size; informed consent; ethical considerations; validity and reliability; In-person and online studies;

User experience instruments

Sensors e.g. Galvanic Skin Response (GSR), Electroencephalography (EEG), Electrocardiography (ECG), Electromyography (EMG), heart rate, pulse; eye tracking; Questionnaires: Experience Sampling Method; user experience questionnaires (e.g. System Usability Scale -SUS); Task observation: user performance (e.g. time on task);

User test approaches User modelling: personas and goals; Focus groups; interviewing and observing users; organising qualitative data; creating a test plan; where to test; recruiting participants; training test moderators

Analyzing study data Properties of data (e.g. mean); data visualisation; descriptive statistics; distributions; parametric and non-parametric; statistical significance; confidence intervals; t-tests; ANOVA; effect size; introductory qualitative analysis;

Reporting

Report structure; writing techniques; ordering findings; illustrating findings; writing an executive summary;

Assessment Breakdown	%
Project	50.00%
Practical	20.00%
End of Module Formal Examination	30.00%

No Continuous Assessment

Project				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Project 1: Design and carry out a user experience evaluation, analyse the results and present the findings. The evaluation will consider standard measures such as ease of learning, ease of use, completion time, satisfaction, error rate, as well as measures specific to the domain the project is addressing.	1,2,3	25.00	Week 7
Project	Project 2: Design and carry out a user experience evaluation, analyse the results and present the findings. The evaluation will consider standard measures specific to the domain the project is addressing as in the first project but will consider other relevant measures and go into more depth.	1,2,3	25.00	Week 12

Practical				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	A series of practical labs to develop and practise the skills required in the projects.	1,2,3	20.00	n/a

End	End of Module Formal Examination					
Asse	ssment Type	Assessment Description	Outcome addressed	% of total	Assessment Date	
Form	al Exam	Written exam largely testing the theoretical aspects of the course.	1,2,3	30.00	End-of-Semester	

SETU Carlow Campus reserves the right to alter the nature and timings of assessment



MEUS: User Experience Measurement

Module Workload

Workload: Full Time			
Workload Type	Frequency	Average Weekly Learner Workload	
Lecture	12 Weeks per Stage	2.00	
Laboratory	12 Weeks per Stage	2.00	
Independent Learning	15 Weeks per Stage	5.13	
	Total Hours	125.00	

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_KCIAD_B	Bachelor of Science (Honours) in Computing in Interactive Digital Art and Design	5	Mandatory
CW_KCIAD_D	Bachelor of Science in Computing in Interactive Digital Art and Design	5	Mandatory