ZCOM H3203: User Experience Measurement

Module Title:	User Experience Measurement
Language of Instruction:	English

Credits:	10

NFQ Level:	7

Module Delivered In	No Programmes

Teaching & Learning Strategies:	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 Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Design carefully considered evaluations of user experiences based on best practice
LO2	Carry out a range of different evaluations of user experiences
LO3	Analyse and present the results of user experience evaluations

Pre-requisite 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

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

Assessment Breakdown	%
Continuous Assessment	20.00%
Project	60.00%
Practical	20.00%

Continuous Assessment

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Examination	Class tests through the term, largely testing the theoretical aspects of the course.	1,2,3	20.00	n/a

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	30.00	Sem 1 End
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	30.00	Sem 2 End

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

No End of Module Formal Examination

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

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Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	2.00
Laboratory	Every Week	2.00
Independent Learning	Every Week	3.00
	Total Hours	7.00