INF 385G - Advanced Usability

28194
Spring 2022

CLASS MEETS: 6:30 – 9:30 PM, Tuesday, UTA 1.212

Instructor: Caron Garstka, MSIS

Pronouns: She/Her

Email: caron.garstka@utexas.edu

Office hours: Email to request appointment

Course Description

COURSE OVERVIEW

Advanced Usability is geared towards those interested in a career as a User Researcher. This course will cover generative and evaluative research methods as well as industry-focused topics. These topics will include when and how to mix research methods, how to apply Design Thinking and Participatory Design methods in business environments, and strategies to navigate organizations undergoing digital transformations.

Students will be responsible for self-directed learning and demonstrating their understanding through a series of projects, including one for an industry stakeholder. Students will be expected to build a project plan that includes the research methods they deem best for achieving the project's objectives.

This syllabus is subject to change throughout the semester based on the needs of the class.

LEARNING OUTCOMES

1. A working knowledge of generative and evaluative research methods
2. Development of the skills to conduct UX Workshops
3. Application of learned skills on a real-world industry project

PRE-REQUISITES FOR THE COURSE

It is assumed that students taking this course have a familiarity with the different methods available for user testing. This course will not be prescriptive in the methods that will be used as the students will be allowed to build a project plan that will include the methods they deem best for the objective they are trying to deliver.

How Will You Learn?

CLASS FORMAT

Class will meet in-person once a week for 3 hours. This course is a combination of intensive readings as well as a semester long project. There will be a lot of group work each class meetings, so attendance and participation in class are critical to individual success in this course and to the success of the course. You need to come to class prepared to participate in small group and full class discussions and project work, to complete all required readings prior to class, and to submit assignments on time.

COMMUNICATION

The course Canvas site can be found at utexas.instructure.com. Please email me directly or through Canvas. You are responsible for ensuring that the primary email address you have recorded with the university is the one you will check for course communications because that is the email address that Canvas uses.

ASKING FOR HELP

If you are in need of assistance or would like to schedule an office hours Zoom appointment, please contact me through Canvas or at caron.garstka@utexas.edu.

STATEMENT OF LEARNING SUCCESS

Your success in this class is important to me. We all learn differently, and everyone struggles sometimes. You are not, ever, the only one having difficulty! If there are aspects of this course that prevent you from learning or exclude you, please let me know as soon as possible. Together we will develop strategies to meet both your needs and the requirements of the course. I also encourage you to reach out to the student resources available through UT and I am happy to connect you with a person or Center if you would like.

Course Requirements and Grading

MATERIALS

Required

1. Creswell, J. W., & Poth, C. N. (2018). Qualitative inquiry & research design: Choosing among five approaches (4th ed.). Los Angeles: SAGE Publications.
2. Kumar, V. (2013). 101 design methods: A structured approach for driving innovation in your organization. Hoboken, NJ: Wiley.

3. **FREE:** Ulwick, A. W. (2018). Jobs to be done: Theory to practice. S.l.: Idea Bite Press. https://jobs-to-be-done-book.com/
4. **FREE:** Google. People + AI Guidebook: https://pair.withgoogle.com/
5. **FREE:** IBM Enterprise Design Thinking Practitioner Course: https://www.ibm.com/design/thinking/

Optional

1. Nielsen, J., & Pernice, K. (2010). Eyetracking web usability. Berkeley: New Riders.
2. Sharon, T. (2012). It's our research: Getting stakeholder buy-in for user experience research projects. Morgan Kaufmann. ISBN: 978-0123851307
3. Spatz, C. (2019). Exploring statistics: Tales of distributions. Conway, AR: Outcrop. ISBN: 978-0-9963392-2-3
4. Weinschenk, S.M. (2011). 100 things every designer needs to know about people. Berkeley, CA: New Riders. ISBN: 978-0-321-76753-0

ASSIGNMENTS & GRADES

All assignments must be submitted at 11:59 PM CST on the specified due date. Check Canvas for the most up-to-date assignment descriptions and due dates.

Assignments will be submitted via Canvas. Specific instructions will be provided for each assignment in Canvas.

Each student will be required to present one (1) reading presentation and one (1) research method presentation. See Canvas for the reading assignments, list of research methods, and dates for the in-class presentations. There is also a PDF containing the instructions for the presentations.

Along with the deliverables for your course project, you will also be graded at two intervals by your group members. Your group members will grade you based on your participation and quality of your work. These grades will be averaged to compute an overall group member review grade.

ASSIGNMENT GRADING BREAKDOWN

1. (10%) Reading Presentation (individual)
2. (5%) Research Method Presentation (individual)
3. (5%) Project plan proposal and Gantt Chart (group)
4. (10%) Heuristic evaluation (individual)
5. (10%) Streamlined cognitive walkthrough (individual)
6. (5%) Check-in 1 (group)
7. (5%) Check-in 2 (group)

8. (15%) Test packet – Moderator Script and Participant Packet (group)
9. (25%) Final presentation (group)
10. (10%) Your review by group members

Discussion Groups

I've setup weekly discussion groups inside of Canvas for you to post questions, comments, insights about the readings for that week.

I encourage you to use this feature as it is a great way to get viewpoints from classmates you may not have the opportunity to talk with on a regular basis.

GRADES

Grade	Cutoff
A	94 - 100
A-	90 - 93.9
B+	87 – 89.9
B	84 – 86.9
B-	80 – 83.9
C+	77 – 79.9
C	74 – 76.9
C-	70 – 73.9
D+	67 – 69.9
D	64 – 66.9
D-	60 - 63.9
F	Below 60

LATE WORK

Late assignments will be docked 10% for each day it is late. If there is a reason you may not be able to complete an assignment on time, please discuss this with me in advance of its due date.

CLASSROOM EXPECTATIONS

Class Participation

Being present during class is critical to achieving our goals for this course. Most learning will take place when actively engaging in class discussions and working with your teams. Please be prepared to fully participate in the classtime discussion and activities!

Attendance

You are welcome to utilize one (1) class absence during the semester as needed without explanation to me. In this case, you will be allowed to make up assignments you may have missed during this session. If you are absent on the day that your team meets, you are responsible for providing your team with the necessary information to compensate for your absence. It is crucial to keep in communication with your team members; you are responsible for letting both me and your team know if you cannot make it to a class.

Outside of this 1 class absence, the only absences that will be considered excused are for religious holidays or extenuating circumstances due to an emergency. If you plan to miss class due to observance of a religious holiday, please let me know at least two weeks in advance. You will not be penalized for this absence, although you will still be responsible for any work you will miss on that day if applicable. Check with me for details or arrangements.

Course Outline

All instructions, assignments, readings, rubrics and essential information will be on the Canvas website at utexas.instructure.com. Check Canvas regularly. Changes to the schedule may be made at my discretion if circumstances require. I will announce any such changes in class and will also communicate them via a Canvas announcement. It is your responsibility to note these changes when announced, and I will do my best to ensure that you are notified of changes with as much advance notice as possible.

Week	Date	Topic	Readings	Assignments
1	1/18	- Introductions - Syllabus/Canvas Review - Overview of assignments - Intro to Heuristic Evaluation - Begin Heuristic Evaluation		Sign up for Reading & Research Methods presentations (Due 1/21)
2	1/25	- Reading Presentations - Class Discussion - Intro to Streamlined Pluralistic Walkthrough - Begin Streamlined Pluralistic Walkthrough	Creswell - Ch. 1-3 Kumar - Intro, Mode 1	Heuristic Evaluation (Due 1/28)
3	2/1	- Reading Presentations - Class Discussion - Intro to Streamlined Cognitive Walkthrough	Creswell - Ch. 4 Kumar - Mode 2, Mode 3	

		- Begin Streamlined Cognitive Walkthrough		
4	2/8	- Research Method Presentation - Reading Presentations - Class Discussion - Project Group formation - Industry Research Project kick-off	Kumar – Mode 4 Participatory AI Blog Post Embodied Cognition Tutorial	Streamlined Cognitive Walkthrough (Due 2/11)
5	2/15	- Research Method Presentation - Reading Presentations - Class Discussion - Group Work	People + AI Guidebook (Google)	
6	2/22	- Research Method Presentation - Reading Presentations - Class Discussion - Group Work	Creswell – Ch. 5 Kumar – Mode 5	Project Plan and Gantt Chart (Due 2/25)
7	3/1	- Research Method Presentation - Reading Presentations - Class Discussion - Group Work	Creswell – Ch. 6 Kumar – Mode 6	
8	3/8	- Research Method Presentation - Reading Presentations - Class Discussion - Group Work	Creswell – Ch. 7 Kumar – Mode 7	Project Check-In 1 (Due 3/11)
9	3/15	SPRING BREAK		Enjoy!
10	3/22	- Research Method Presentation - Reading Presentations - Class Discussion - Group Work	Creswell - Ch. 8	
11	3/29	- Research Method Presentation - Reading Presentations - Class Discussion - Group Work	Creswell - Ch. 10	Project Check-In 2 (Due 4/1)
12	4/5	- Research Method Presentation - Reading Presentations - Class Discussion	Ulwick – Ch. 1, 2	

		- Introduce IBM Enterprise Design Thinking - Group Work		
13	4/12	- Research Method Presentation - Reading Presentations - Class Discussion - Group Work	IBM Design Thinking Framework Ulwick – Ch. 5	Test Packet (Due 4/15)
14	4/19	- Group Work		
15	4/26	- Group work		Final Presentations (Due 5/3) Group Members Review (Due 5/3)
16	5/3	- Final Presentations - Farewell - Course Review		

Course Policies and Disclosures

ACADEMIC INTEGRITY EXPECTATIONS

Students who violate University rules on academic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on academic dishonesty will be strictly enforced. For further information, please visit the Student Conduct and Academic Integrity website at: http://deanofstudents.utexas.edu/conduct.

DIVERSITY, EQUITY AND INCLUSION

It is my intent that students from all diverse backgrounds and perspectives be well served by this course, that students' learning needs be addressed, and that the diversity that students bring to this class can be comfortably expressed and be viewed as a resource, strength and benefit to all students. Please come to me at any time with any concerns.

RELIGIOUS HOLY DAYS

By UT Austin policy, you must notify me of your pending absence as far in advance as possible of the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

NAMES AND PRONOUNS

Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. I will gladly honor your request to address you by your chosen name and by the gender pronouns you use. Class rosters are provided to the instructor with the student's chosen (not legal) name, if you have provided one. If you wish to provide or update a chosen name, that can be done easily at this page, and you can add your pronouns to Canvas.

LAND ACKNOWLEDGMENT

I would like to acknowledge that we are meeting on the Indigenous lands of Turtle Island, the ancestral name for what now is called North America. Moreover, I would like to acknowledge the Alabama-Coushatta, Caddo, Carrizo/Comecrudo, Coahuiltecan, Comanche, Kickapoo, Lipan Apache, Tonkawa and Ysleta Del Sur Pueblo, and all the American Indian and Indigenous Peoples and communities who have been or have become a part of these lands and territories in Texas.

University Resources for Students

GETTING HELP WITH TECHNOLOGY

Students needing help with technology in this course should contact the ITS Service Desk.

SERVICES FOR STUDENTS WITH DISABILITIES (SSD)

The university is committed to creating an accessible and inclusive learning environment consistent with university policy and federal and state law. Please let me know if you experience any barriers to learning so I can work with you to ensure you have equal opportunity to participate fully in this course. If you are a student with a disability, or think you may have a disability, and need accommodations please contact Services for Students with Disabilities (SSD). Please refer to SSD's website for contact and more information: http://diversity.utexas.edu/disability/. If you are already registered with SSD, please deliver your Accommodation Letter to me as early as possible in the semester so we can discuss your approved accommodations and needs in this course.

COUNSELING AND MENTAL HEALTH CENTER (CMHC)

All of us benefit from support during times of struggle. Know you are not alone. If you or anyone you know is experiencing symptoms of stress, anxiety, depression, academic concerns, loneliness, difficulty sleeping, or any other concern impacting your wellbeing – you are strongly encouraged to connect with CMHC. The Counseling and Mental Health Center provides a wide variety of mental health services to all UT students including crisis services, counseling services with immediate support and well-being resources. Additionally, CARE Counselors are located within the academic schools and colleges. These counselors get to know the concerns that are unique to their college's students. For more information on CMHC, visit https://cmhc.utexas.edu or call 512-471-3515.

UNIVERSITY HEALTH SERVICES (UHS)

Your physical health and wellness are a priority. University Health Services is an on-campus high-quality medical facility providing care to all UT students. Services offered by UHS include general medicine, urgent care, a 24/7 nurse advice line, women's health, sports medicine, physical therapy, lab and radiology services, COVID-19 testing and vaccinations and much more. For additional information, visit https://healthyhorns.utexas.edu or call 512-471-4955.

SANGER LEARNING CENTER

Did you know that more than one-third of UT undergraduate students use the Sanger Learning Center each year to improve their academic performance? All students are welcome to take advantage of Sanger Center's classes and workshops, private learning specialist appointments, peer academic coaching, and tutoring for more than 70 courses in 15 different subject areas. For more information, please visit https://ugs.utexas.edu/slc or call 512-471-3614 (JES A332).

STUDENT EMERGENCY SERVICES (SES)

Student Emergency Services in the Office of the Dean of Students helps students and their families during difficult or emergency situations. Assistance includes outreach, advocacy, intervention, support, and referrals to relevant campus and community resources. If you need to be absent from class due to a family emergency, medical or mental health concern, or academic difficulty due to crisis or an emergency situation, you can work with Student Emergency Services. SES will document your situation and notify your professors. Additional information is available at https://deanofstudents.utexas.edu/emergency/ or by calling 512-471-5017.

Important Safety Information

If you have concerns about the safety or behavior of fellow students, TAs or professors, contact BCCAL (the Behavior Concerns and COVID-19 Advice Line) at https://safety.utexas.edu/behavior-concerns-advice-line or by calling 512-232-5050. Confidentiality will be maintained as much as possible, however the university may be required to release some information to appropriate parties.

CLASSROOM SAFETY AND COVID-19

To help preserve our in-person learning environment, the university recommends the following.

- Adhere to university mask guidance. Masks are strongly recommended, but optional, inside university buildings for vaccinated and unvaccinated individuals, except when alone in a private office or single-occupant cubicle.

- Vaccinations are widely available, free and not billed to health insurance. The vaccine will help protect against the transmission of the virus to others and reduce serious symptoms in those who are vaccinated.

- Proactive Community Testing remains an important part of the university's efforts to protect our community. Tests are fast and free.

- We encourage the use of the Protect Texas App each day prior to coming to campus.

- If you develop COVID-19 symptoms or feel sick, stay home and contact the University Health Services' Nurse Advice Line at 512-475-6877. If you need to be absent from class, contact Student Emergency Services and they will notify your professors. In addition, to help understand what to do if you have been had close contact with someone who tested positive for COVID-19, see this University Health Services link.

- Behavior Concerns and COVID-19 Advice Line (BCCAL) remains available as the primary tool to address questions or concerns from the university community about COVID-19.

- Students who test positive should contact BCCAL or self-report (if tested off campus) to University Health Services.

- Visit Protect Texas Together for more information.

CARRYING OF HANDGUNS ON CAMPUS

Texas' Open Carry law expressly prohibits a licensed to carry (LTC) holder from carrying a handgun openly on the campus of an institution of higher education such as UT Austin. Students in this class should be aware of the following university policies:

- Students in this class who hold a license to carry are asked to review the university policy regarding campus carry.

- Individuals who hold a license to carry are eligible to carry a concealed handgun on campus, including in most outdoor areas, buildings and spaces that are accessible to the public, and in classrooms.

- It is the responsibility of concealed-carry license holders to carry their handguns on or about their person at all times while on campus. Open carry is NOT permitted, meaning that a license holder may

not carry a partially or wholly visible handgun on campus premises or on any university driveway, street, sidewalk or walkway, parking lot, parking garage, or other parking area.

- Per my right, I prohibit carrying of handguns in my personal office. Note that this information will also be conveyed to all students verbally during the first week of class. This written notice is intended to reinforce the verbal notification, and is not a "legally effective" means of notification in its own right.

TITLE IX DISCLOSURE

Beginning January 1, 2020, TexasSenate Bill 212 requires all employees of Texas universities, including faculty, to report any information to theTitle IX Office regarding sexual harassment, sexual assault, dating violence and stalking that is disclosed to them. Texas law requires that all employees who witness or receive any information of this type (including, but not limited to, writing assignments, class discussions, or one-on-one conversations) must be report it. If you would liketo speak with someone who can provide support or remedies without making an official report to the university, please email advocate@austin.utexas.edu. For more information about reporting options and resources, visit http://www.titleix.utexas.edu/, contact the Title IX Office via email at titleix@austin.utexas.edu, or call 512-471-0419. Although graduate teaching and research assistants are not subject to Texas Senate Bill 212, they are still mandatory reporters under Federal Title IX laws and are required to report a wide range of behaviors we refer to as sexual misconduct, including the types of sexual misconduct covered under Texas Senate Bill 212.The Title IX office has developed supportive ways to respond to a survivor and compiled campus resources to support survivors.

Faculty members and certain staff members are considered "Responsible Employees" or "Mandatory Reporters," which means that they are required to report violations of Title IX to the Title IX Coordinator. **I am a Responsible Employee and must report any Title IX-related incidents** that are disclosed in writing, discussion, or one-on-one. Before talking with me or with any faculty or staff member about a Title IX-related incident, be sure to ask whether they are a responsible employee. If you want to speak with someone for support or remedies without making an official report to the university, email advocate@austin.utexas.edu For more information about reporting options and resources, visit the Title IX Office or email titleix@austin.utexas.edu.

CAMPUS SAFETY

The following are recommendations regarding emergency evacuation from the Office of Campus Safety and Security, 512-471-5767,

- Students should sign up for Campus Emergency Text Alerts at the page linked above.
- Occupants of buildings on The University of Texas at Austin campus must evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation shall inform their instructor in writing during the first week of class.

- In the event of an evacuation, follow the instruction of faculty or class instructors. Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.

- For more information, please visit [emergency preparedness](#).