English 4365: Usability Testing

In this [class], we will instead turn our attention to the everyday users of technology.

- Robert Johnson

“‘Using’ and being a ‘user’ sounds like we are all drug addicts!”

- Robert Johnson

Course Contact Information

Instructor: Dr. Kevin Garrison, Professor  
E-Mail: kevin.garrison@angelo.edu  
Telephone: (325) 486-6145  
Office: 010C, Academic Building  
Office hours: Online via Blackboard Collaborate as requested via email  
Section: 4365.010 – T/H, 2:00-3:15, Room 205A, Academic Building

Course Description

Overview of usability testing (testing of products, product documentation, and web sites) procedures in technical and business writing, including the construction of a usability testing lab, practice at conducting usability tests through a service-learning project, and methods for reporting usability findings to clients.

Course Objectives

- Objective 1: Develop skills in expressing yourself orally and in writing (about usability).
- Objective 2: Gain a basic understanding of usability (knowledge, methods, theories).
- Objective 3: Learn to apply course material.

Assignments and Grading

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artifact Analysis (3 each @ 20 points)</td>
<td>60</td>
<td>Apply user-centeredness theories to technologies</td>
</tr>
<tr>
<td>Quizzes (10 @ 2 points each)</td>
<td>20</td>
<td>Gaining knowledge from readings/lectures/PowerPoints</td>
</tr>
<tr>
<td>Participation, Homework, and Workshops</td>
<td>10</td>
<td>Applying course material</td>
</tr>
<tr>
<td>Informal Presentation</td>
<td>5</td>
<td>Gaining a knowledge of UX methods</td>
</tr>
<tr>
<td>Final Exam</td>
<td>5</td>
<td>Reflecting on usability for your career</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td></td>
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</tbody>
</table>

Grades on Assignments

Points earned on assignments indicate the following:

- A (89.5-100)  
- B (79.5-89.4)  
- C (69.5-79.4)  
- D (59.5-69.4)  
- F (0-59.4)

Miscellaneous

Assignments will be assessed a penalty of 20% if turned in after the submission time and 20% more for each additional 24 hours. This includes weekends and holidays. Also, I will not give an “Incomplete” in this class, and I may use your work as examples for future classes.
Materials for this Class

- *The Design of Everyday Things*, Don Norman,
- *Designing with the Mind in Mind*, Jeff Johnson, 2nd ed.
- A computer with an Internet connection, MS Office, Adobe Acrobat Reader, email access, and access to Blackboard/Ramport.
- File storage (e.g. flash drive, external drive, J: drive, email)

Covenant Not to Compete
While taking the course English 4365: Usability Testing, or while employed or volunteering at the usability lab at Angelo State University, students agree not to compete with any businesses in Tom Green County. For purposes of this covenant not to compete, competition is defined as soliciting or accepting employment by, or rendering professional services to, any person or organization that is or was in the business of usability testing documents, websites, or products.

Classroom Behaviors

- You will adhere to the standards set in the [ASU Student Handbook](https://www.angelo.edu/departments/academic-affairs/student-handbook).
- You will adhere to standards of common courtesy (e.g. turn off and put away cell phones, no eating/drinking, no sleeping, no checking Facebook in class, no studying for tests during class time, etc…). If your actions are disruptive or disrespectful, then I will ask you to stop and/or leave.
- As I will demonstrate and discuss on the first day of class, I have a high-frequency hearing impairment. I read lips, so do three things when speaking to me:
  1. Get my attention.
  2. Speak at a volume that everyone in the class can hear.
  3. Don’t cover your mouth.
- COVID-19 will require us to make modifications to classroom behaviors. Specifically, you will be required to do the following:
  - Wear a clear, plastic face covering in lieu of a cloth mask this semester so that I am able to read your lips. These will be provided free to all students (including replacements). See the ASU face covering policy, below, for more information.
  - Maintain a 6 foot distance between yourself and all members of the class, including myself, at all times.
  - Complete all the assigned work online prior to class. Most of class time will be used to practice and demonstrate the knowledge found on Blackboard (the lectures, readings, quizzes, and activities). Come to class prepared each day.
  - Clean your workstation before and after class.
  - Avoid sharing physical objects (e.g. paper, pen, textbook) with me or your peers.

Email Policy
I check email 9:00 AM – 4:00 PM Monday through Friday. I will not discuss your grades via email since this would violate the Family Educational Rights and Privacy Act.
**Academic Misconduct**
If you plagiarize, cheat, gain an unfair advantage, or participate in any activities described in the Student Code of Conduct, then you will receive an automatic "0" on the assignment(s). For a second violation, you will fail the course. Egregious violations will be reported to appropriate officials via an Incident Report.

**Attendance Policy**
You can miss seven classes. After you miss eight or more classes, you will receive an "F" for the course.

- **Excused:** The only excused absences are sickness/quarantine, a university-sanctioned event, or the observance of a religious holiday.
- **COVID-19 Policy:** Do NOT come to class if you suspect that you have COVID-19 or if you’ve been exposed to it. All absences that are the result of actual illness, possible illness, contact tracing, or quarantine will be waived. I may ask you to provide proof (emails, doctor’s notes, text messages, etc…) if you have to miss several weeks.
- **Tardies:** Several minutes after class begins (approximately 3-5 minutes), I check attendance. If you arrive after I’ve checked attendance, then you will be counted absent. You have one “grace” tardy this semester.
- **Leaving Early:** If you leave class early for any reason, you will be counted absent. I will dismiss the class early on most days to ensure that students have plenty of time to stay socially distant in the classroom and hallways as they move to other locations.

**Accommodations**
If you have a disability and would like to request reasonable accommodations, please contact: Dallas Swafford, the Director of Student Disability Services, in the University Center, Room 112. Her phone number is 325-942-2047, and her email is dallas.swafford@angelo.edu.

**Title IX**
The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance.

Students are encouraged to report any incidents of sexual misconduct directly to ASU’s Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator at: Michelle Boone, J.D., Director of Title IX Compliance/Title IX Coordinator, Mayer Administration Building, Room 210, 325-942-2022, mmichelle.boone@angelo.edu. You may also file a report online 24/7 at www.angelo.edu/incident-form.

If you are wishing to speak to someone about an incident in confidence you may contact the University Health Clinic and Counseling Center at 325-942-2173 or the ASU Crisis Helpline at 325-486-6345. For more information about Title IX in general you may visit https://www.angelo.edu/services/title-ix/.
Required Use of Masks/Facial Coverings by Students in Class At Angelo State University
As a member of the Texas Tech University System, Angelo State University has adopted the mandatory Facial Covering Policy to ensure a safe and healthy classroom experience. Current research on the COVID-19 virus suggests there is a significant reduction in the potential for transmission of the virus from person to person by wearing a mask/facial covering that covers the nose and mouth areas. Therefore, in compliance with the university policy students in this class are required to wear a mask/facial covering before, during, and after class. Faculty members may also ask you to display your daily screening badge as a prerequisite to enter the classroom. You are also asked to maintain safe distancing practices to the best of your ability. For the safety of everyone, any student not appropriately wearing a mask/facial covering will be asked to leave the classroom immediately. The student will be responsible to make up any missed class content or work. Continued non-compliance with the Texas Tech University System Policy may result in disciplinary action through the Office of Student Conduct.

Course Support
- Usability Testing Lab for course support
- Writing Center for peer reviewed help of your writing
- Information Technology (IT) for help with email, Blackboard, and Ramport
- Library for help with conducting research
- English Language Learners’ Institute for English as Second Language (ESL) students
- Career Development for students wanting help with resumes, job applications, etc…
- Freshman College for academic success and tutoring
- Disability Accommodations for disabled and impaired students
# Tentative Schedule

## Section 1: Introduction

### Week 1 To Do List (by January 28):
- Read the Course Syllabus
- View Lecture 1: Introduction to the Course and Syllabus
- Take Quiz 1 (2 points)
- Upload your photo to Blackboard
- Buy/rent the books

## Section 2: The Design of Everyday Things

### Week 2 To Do List (by February 2)
- View Lecture 2: Definitions of Usability
- Read Chapter 1, 2, and 3 (Norman)
- Take Quiz 2 (2 points)

### Week 3 To Do List (by February 9)
- Read Assignment Description for Artifact Analysis #1
- View Lecture 3: History of Usability and Technology Studies
- Read Chapters 4 and 5 (Norman)
- Take Quiz 3 (2 points)

### Week 4 To Do List (by February 16)
- View Lecture 4: Extended Example of an Analysis
- Read Chapters 6 and 7 (Norman)
- Take Quiz 4 (2 points)

### Week 5 To Do List (by February 23)
- Submit a rough draft of the “Everyday Things” Analysis
- Complete peer review workshops (~2 points)

## Section 3: Designing with the Mind in Mind

### Week 6 To Do List (by March 2)
- Submit Artifact Analysis #1 (20 points)
- View Lecture 5: Perception, Structure, and Color
- Read Chapters 1, 3, 4
- Take Quiz 5 (2 points)

### Week 7 To Do List (by March 9)
- Read Assignment Description for Artifact Analysis #2
- View Lecture 6: Vision and Reading
- Read Chapters 5 and 6
- Take Quiz 6 (2 points)

### Week 8 To Do List (by March 16)
- View Lecture 7: Hand-Eye Coordination and Time Limits
- Read Chapters 13 and 14
- Take Quiz 7 (2 points)

### Week 9 To Do List (March 23)
- View Lecture 8: Memory
- Read Chapters 7 and 9
- Take Quiz 8 (2 points)
<table>
<thead>
<tr>
<th>Week 10 To Do List (by March 30)</th>
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<tbody>
<tr>
<td>1. Submit a rough draft of the Artifact Analysis</td>
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<tr>
<td>2. Complete peer review workshops (~2 points)</td>
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| Section 4: UX Methods: A Quick Guide |

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<thead>
<tr>
<th>Week 11 To Do List (by April 6)</th>
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<tbody>
<tr>
<td>1. Submit Artifact Analysis #2 (20 points)</td>
</tr>
<tr>
<td>2. View Lecture 9: First Half of UX Methods</td>
</tr>
<tr>
<td>3. Read Chapters 6, 8, 18, and 40</td>
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<tr>
<td>4. Quiz 9 (2 points)</td>
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<thead>
<tr>
<th>Week 12 To Do List (by April 13)</th>
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<tbody>
<tr>
<td>1. Read Assignment Description for Artifact Analysis #3</td>
</tr>
<tr>
<td>2. View Lecture 10: Second Half of UX Methods</td>
</tr>
<tr>
<td>3. Read Chapters 54, 62, 64, 90, and 92</td>
</tr>
<tr>
<td>4. Take Quiz 10 (2 points)</td>
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<tr>
<th>Week 13 To Do List (by April 20)</th>
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<tbody>
<tr>
<td>1. Informal Presentations and discussions of UX Methods (5 points)</td>
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<tr>
<th>Week 14 To Do List (by April 27)</th>
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<tbody>
<tr>
<td>1. Informal Presentations and discussions of UX Methods (5 points)</td>
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<tr>
<td>2. Complete the IDEA Evaluations (2 points for homework)</td>
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<thead>
<tr>
<th>Week 15 To Do List (by May 4)</th>
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<tbody>
<tr>
<td>1. Submit a rough draft of the Artifact Analysis #3</td>
</tr>
<tr>
<td>2. Complete peer review workshops (~2 points)</td>
</tr>
<tr>
<td>3. Submit Artifact Analysis #3 (20 points)</td>
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| Section 5: Final Exam |

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<thead>
<tr>
<th>Week 16 To Do List (by May 11)</th>
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</thead>
<tbody>
<tr>
<td>1. Final Exam on May 11th from 1:00 to 3:00 (5 points)</td>
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