

RAZISKOVANJE UPORABNIŠKE IZKUŠNJE

UČNI NAČRT PREDMETA/COURSE SYLLABUS

Predmet: Raziskovanje uporabniške izkušnje

Course title: User experience research

Članica nosilka/UL Member: UL FDV

Študijski programi in stopnja	Študijska smer	Letnik	Semestri	Izbirnost
Digitalno jezikoslovje, druga stopnja / Digital Linguistics, 2nd cycle			2. semester	izbirni / elective

Univerzitetna koda predmeta/University course code: 0101021

Predavanja /Lectures	Seminar /Seminar	Vaje /Tutorials	Klinične vaje /Clinical tutorials	Druge oblike študija /Other forms of study	Samostojno delo /Individual student work	ECTS
30	30	0	0	0	120	6

Nosilec predmeta/Lecturer: Andraž Petrovič

Vrsta predmeta/Course type: izbirni / elective

Jeziki/Languages:	Predavanja/Lectures:	Slovenščina
	Vaje/Tutorial:	

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Pogoj za vključitev v delo je vpis v letnik študija.
Priporočeno je znanje, pridobljeno pri predmetu Osnove podatkovne analitike in Osnove metod v družboslovnem raziskovanju.

Prerequisites:

Students are allowed to participate in the course provided that they have completed the enrolment procedure.

It is recommended that students have attended the course Basics of data analytics and Basic Research Methods in Social Sciences.

Vsebina:

Predmet na teoretski in aplikativni ravni obravnava metode za raziskovanje uporabniške izkušnje. Študente seznani in jih nauči uporabe metod za ocenjevanje uporabnosti, kot so testiranje uporabnosti, pregledne metode, ankete, intervjuji,

Content (Syllabus outline):

This course covers the conceptual frameworks and applied methodologies for user experience research. The focus of the course is on learning and mastering a variety of usability assessment methods/techniques such as usability testing, usability inspections, surveys,

fokusne skupine in terenske metode. Najprej se bodo študenti seznanili z osnovnimi pojmi in zgodovino raziskovanja uporabniške izkušnje v kontekstu metod za ocenjevanje uporabnosti in interakcije človek-računalnik (IČR). Hkrati bodo pridobili znanje o interdisciplinarnem značaju raziskovanja uporabniške izkušnje in njene vloge pri načrtovanju sistemov. V drugem delu bodo študenti spoznali standarde ocenjevanja uporabnosti, etične in zakonske vidike uporabe metod za raziskovanje uporabniške izkušnje ter splošne vidike aktivnosti za ocenjevanje potreb uporabnikov. V tretjem delu predmeta bodo obravnavane osnove tehnike predstavljenih metod, njihove prednosti in slabosti, merske značilnosti, značilnosti (ne)eksperimentalnih raziskovalnih načrtov, njihova veljavnost in zanesljivost ter načini njihove aplikacije pri razvoju izdelkov in ocenjevanju v različnih fazah cikla načrtovanja izdelkov. Posebna pozornost bo namenjena oblikovanju uporabniškega vmesnika, načrtovanju interakcije, vizualnemu oblikovanju in vsebinskim strategijam. V četrtem delu predmeta bodo študenti v sodelovanju z dejanskim naročnikom pripravili načrt in izvedli praktično raziskavo z eno ali več metod/tehnik raziskovanja uporabniške izkušnje. V zadnjem delu se bodo naučili uporabe in predstavitve rezultatov različnim deležnikom (npr. programerjem, oblikovalcem, tržnikom, odločevalcem, končnim uporabnikom), ki so osnova za na raziskovanju podprto oblikovanje izdelkov. Poseben poudarek bo namenjen smernicam in industrijskim standardom za pripravo poročil o rezultatih ocenjevanja uporabnosti.

interviews, and focus groups, as well as field methods. In the first part students will get acquainted with central notions and the history of user experience research in the context of usability assessment methods and the HCI. They will also gain knowledge about the interdisciplinary nature of user experience research and its role in the design of systems. In the second part, students will be introduced with usability research standards, ethical and legal aspects of user experience methods, and the general aspects of user requirement activity. In the third part, they will learn the basic techniques of these methods, their strengths and weaknesses, their measurement characteristics, their experimental and (non)experimental design properties, their validity and reliability, and how they are being applied to product development and assessment across various stages of the product design cycle. A special focus will be on user interface design, interaction design, visual design, and content strategy. In the fourth part, students will plan and perform a real world deployment study based on one or more selected user experience methods/techniques that will use actual real-time cases provided by a client. In the last part, students will also learn to apply and disseminate the results obtained with the user research to different stakeholders (e.g., programmers, designers, marketers, decision makers, end-users) in order to enable informed design decisions. Emphasis is on learning the guidelines and industry standards for preparing the report of usability assessment results.

Temeljna literatura in viri/Readings:

Obvezna literatura / Required readings:

1. Lazar, J., Feng, J. H. & Hochheiser, H. (2009). Research methods in human-computer interaction. New York, NY: Wiley.
2. Courage, C. & Baxter, K. (2005). Understanding your users: A practical guide to user requirements methods, tools, and techniques. San Francisco, CA: Morgan Kaufmann.

Dodatna literatura / Additional reading:

1. Dumas, J. S., & Redish, J. C. (1999). A practical guide to usability testing. Exeter, UK: Intellect.
2. Kuniavsky, M. (2003). Observing the user experience: A practitioner's guide to user research. San Francisco, CA: Morgan Kaufmann.
3. Tullis, T. & Albert, B. (2013). Measuring the user experience: Collecting, analysing, and presenting usability metrics. San Francisco, CA: Morgan Kaufmann.

Cilji in kompetence:

Cilj predmeta je opremiti študente z znanji za podporo ustreznemu načrtovanju digitalnih tehnologij in storitev z uporabo ustreznih metod za raziskovanje uporabniške izkušnje. Študenti bodo pridobili znanja o teoretskih osnovah in stroki, na katerih so utemeljene metode in tehnike za raziskovanje

Objectives and competences:

The goal of this course is to learn how to support good design of digital technologies and applications through the use of adequate methods of user experience research. Students will gain knowledge of theoretical foundations and scholarship that underlie user experience methods and techniques. In addition,

uporabniške izkušnje. Obenem je predmet zasnovan tako, da študentom pomaga pridobivati praktične veščine pri preučevanju uporabnikov in ocenjevanju uporabnosti s sodelovanjem pri vsaj enem projektu preučevanja uporabnosti.

Ob koncu predmeta bodo študenti izkazali sposobnost:

1. razumeti raznolikost metod raziskovanja uporabniške izkušnje in jih povezati z raziskovalnimi paradigmi in teorijami v IČK;
2. izbrati raziskovalne metode, primerne področju in raziskovalnemu vprašanju, na temelju razumevanja njihovih konceptualnih značilnosti in praktičnih zahtev;
3. uporabiti in prilagoditi metodološke standarde in smernice za ocenjevanje uporabniške izkušnje;
4. uporabiti različne metode in pristope k raziskovanju uporabniške izkušnje za preučevanje raziskovalnih vprašanj;
5. oblikovati, načrtovati in pripraviti (ne)eksperimentalne študije uporabnikov ter interpretirati zbrane podatke;
6. primerno poročati in predstaviti študije uporabnikov različnim ciljnim občinstvom, v skladu s strokovnimi in industrijskimi standardi;
7. prilagoditi raziskovalne metode naraščajočemu številu novih digitalnih tehnologij in aplikacij.

Predvideni študijski rezultati:

Upoštevajoč študijske rezultate pri drugih predmetih na programu predmet vključuje aktivnosti, na osnovi katerih pri študentih pričakujemo sledeče učne izide:

1. **Razumevanje:** navesti in razložiti osnove različnih metod za raziskovanje uporabniške izkušnje, prepoznati z njimi povezane metodološke smernice, ter metode znati umestiti v širše področje raziskovanja interakcije človek-računalnik in razvoja/načrtovanja digitalnih storitev.
2. **Uporaba:** načrtovati, poiskati, opisati, preskusiti, uporabiti in izvesti različne metode za raziskovanje uporabniške izkušnje ter znati interpretirati njihove rezultate.
3. **Analiza:** analizirati, ovrednotiti, razvrstiti, primerjati, povezati, preučiti in preveriti izsledke različnih metod za raziskovanje uporabniške izkušnje tako na konceptualni kot aplikativni ravni.
4. **Sinteza:** načrtovati, spremeniti, preoblikovati, vzpostaviti, predlagati, predstaviti in pojasniti

the course is designed to help students to develop practical skills in user research and usability assessment by participating in at least one usability-research project.

By the end of the course, students should be able to:

1. appreciate the diversity of user experience research methods and relate them to research paradigms and theory in HCI;
2. select research methods appropriate to the domain and research question, based on an understanding of their conceptual characteristics and practical demands;
3. use and adapt the methodological standards and guidelines for assessing the user experience;
4. utilize a range of user experience research methods and approaches to investigate a research question;
5. design, plan, and organize (non)experimental user studies and interpret the collected data at an intermediate level of competence;
6. report and present user studies and findings properly to different target audiences in line with the scholarship and industry standards;
7. adapt the research methods and techniques to the expanding range of new digital technologies and applications.

Intended learning outcomes:

Considering the study results of other courses on the study programme, this course covers activities based on which learning outcomes are expected as follows:

1. **Comprehension:** to indicate and explain central notions of different methods of user experience research, to recognize related methodological guidelines and to be able to locate them into the wider field of HCI research and development as well as design of digital services.
2. **Application:** to plan, find, sketch, experiment, use, and operate different methods of user experience research and to be able to interpret their results.
3. **Analysis:** analyse, evaluate, arrange, compare, connect, examine, and inspect findings of different user experience research methods on conceptual and applied level.
4. **Synthesis:** compose, modify, rearrange, set up, propose, and explain adjustments of user experience research methods with the aim to collect reliable and valid data about the usability of digital services and devices.

prilagoditve metod za raziskovanje uporabniške izkušnje s ciljem samostojnega zbiranja zanesljivih in veljavnih podatkov o uporabnosti digitalnih storitev in naprav.

Metode poučevanja in učenja:

Predavanja, seminarji, individualne in skupinske naloge, ustne predstavitve, skupinsko delo s predavateljem, projektno delo, individualne konzultacije.

Learning and teaching methods:

Lectures, seminars, individual and group assignments, oral presentation, group work with the instructor, project work, individual contact hours.

Načini ocenjevanja:

Končna ocena predstavlja oceno raziskovalnega projekta (100%) ali pisnega izpita (75%) in šestih kratkih pisnih izdelkov (25%).

Delež/Weight

100,00 %

Assessment:

The final score represents an assessment of the research project (100%) or written examination (75%) and six short writings (25%).

Ocenjevalna lestvica:

Grading system:

Reference nosilca/Lecturer's references:

DOLNIČAR, Vesna, ŠETINC, Mojca, PETROVČIČ, Andraž. Toward an age-friendly design of smartphone interfaces : the usability test of a launcher for older adults. *Uporabna informatika*, ISSN 1318-1882, 2016, letn. 24, št. 1, str. 4-15.

DOLNIČAR, Vesna, ŠETINC, Mojca, PETROVČIČ, Andraž. M-zdravje in podporne tehnologije na pametnih telefonih v družbi staranja : razvojne priložnosti in izzivi za prihodnost. V: 18. Mednarodna multikonferenca Informacijska družba - IS 2015, Ljubljana, 6. oktober 2015. GAMS, Matjaž (ur.), PIRTOŠEK, Zvezdan (ur.), TROBEC, Roman (ur.). SPS delavnica EM-zdravje : zbornik 18. mednarodne multikonference Informacijska družba - IS 2015, 9. in 12. oktober 2015, [Ljubljana, Slovenia] : zvezek G = SPS EM-health workshop : proceedings of the 18th International Multiconference Information Society - IS 2015, October 9th and 12th, 2015, Ljubljana, Slovenia : volume G. Ljubljana: Institut Jožef Stefan, 2015, str. 30-35.

SENDELBAH, Anže, VEHOVAR, Vasja, SLAVEC, Ana, PETROVČIČ, Andraž (2016): Investigating respondent multitasking in web surveys using paradata. *Computers in human behavior*, 55: 777-787.

PETRIČ, Gregor, PETROVČIČ, Andraž. Elements of the management of norms and their effects on the sense of virtual community. *Online information review*, ISSN 1468-4527, 2014, vol. 38, no. 3, str. 436-454, tabele, doi: 10.1108/OIR-04-2013-0083. [COBISS.SI-ID 32640861].