

I 320U

Fall 2024



TEXAS

The University of Texas at Austin

Course Information

Instructional Mode: Face-to-face

Meeting Times: Tue/Thu 06:30 PM - 08:00 PM

Meeting Location: SZB 2.216

Unique Number: 27530

Welcome Message

Welcome to User Research

- This is a **HYBRID** course, which means that some of the course content is delivered in person and some online. Unless there is a personal emergency you are expected to be present for the in-person parts of the course. If a personal emergency arises, you should contact me as early as possible to make other arrangements to learn the content and complete work that was done by the rest of the class in person. I will work with you and we'll find a way to make it work.

My initial plan for the course is reflected in the course syllabus. However, I may need to change the mix of in-person and online, in either direction, as conditions change. I understand how challenging this is and I will do my best to keep things as planned. But it's not entirely in my control, and I expect you to be committed to adjusting your online or in-person attendance as needed.

- **HOW THE COURSE WORKS:** Technology mediated. You will need access to a laptop or desktop computer (modern and updated operating system) and a reliable internet connection.
- **MODULES:** This course is divided into modules. Each week, I will release a new module that will focus on a topic or topics related to user research. Each module will contain some or all of the following activities:
 - Required Reading(s) – One or more chapters in your textbooks and/or additional sources
 - Required Video(s) – One or more videos linked in the module
 - Supplementary materials – readings, websites, or videos that I recommend, if you would like to know more about the topic of the week.
 - Required assignments:

- Discussion posts on Canvas
- In-class exercises
- Homework exercises
- Review Quizzes – Some modules will have a short exercise to help you review the material and solidify your knowledge of the topic.

Overview of the Class

All instructions, assignments, readings, rubrics and essential information will be on the Canvas website at <https://utexas.instructure.com/courses/1395200>. 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.

This course is divided into modules. Each week, I will release a new module that will focus on one topic of user research. Each module will contain some or all of the following activities:

- Required Reading(s) – One or more chapters in your textbook and/or additional sources
- Required Video(s) – One or more videos linked in the module
- Supplementary materials – readings, websites, or videos that I recommend, if you would like to know more about the topic of the week.
- Required assignments:
 - Discussion posts on Canvas
 - In-class exercises
 - Homework exercises
 - Review Quizzes – Some modules will have a short exercise to help you review the material and solidify your knowledge of the topic.

Weekly Class Topics and Activities

Module	Dates	Topics	Readings	Assignments Due
0	Aug 27	Introductions		Aug 29
1	Aug 29 & Sep 3	Research Ethics & Logistics	Chapters 1, 6 & 7 of <i>UX Research</i>	Sep 3
2	Sep 5 & 10	Methods Overview & Building Block Skills	Chapters 2, 3, 4 & 5 of <i>UX Research</i>	Sep 10

Module	Dates	Topics	Readings	Assignments Due
3	Sep 13 & 17	Qualitative Discovery – Planning & Moderation Skills	Chapters 8, 9, 10 & 11 of <i>UX Research</i>	Sep 17
4	Sep 19 & 24	Qualitative Discovery – Group Methods	Chapters 9 & 10 of <i>Designing the Conversation</i>	Sep 24
5	Sep 26 & Oct 1	Qualitative Evaluative Methods	Chapter 12 of <i>Designing the Conversation</i>	Oct 1
6	Oct 3 & 8	Qualitative Data Analysis	Chapter 13 of <i>UX Research</i>	Oct 8
7	Oct 10 & 15	Quantitative Methods – Benchmarking, Card Sorts & Tree Tests	Chapters 1 & 2 of <i>Quantifying the User Experience</i>	Oct 15
8	Oct 17 & 22	Quantitative deep dive – Standardized UX Questionnaires & Custom Questionnaires	Chapter 8 of <i>Quantifying the User Experience</i>	Oct 22
9	Oct 24 & 29	Planning quant research	Chapters 1 – 5 of <i>Guide to Writing Questionnaires</i>	Oct 29
10	Nov 5 & 7	Writing good survey questions	Chapter 3, Spotlight E, and Chapter 4 of <i>Surveys that Work</i>	Nov 7
11	Nov 12 & 14	Quantitative data analysis	Spotlights B, D, H, & I, and Chapters 6 of <i>Surveys that Work</i>	Nov 14
12	Nov 19 & 21	Working with stakeholders & Sharing results persuasively	Chapter 7 of <i>Surveys that Work</i> Chapters 14 & 15 of <i>UX Research</i>	Nov 21
13	Dec 3 & 5	Careers in UXR: enterprise, start-ups, & consulting; Research in a Lean and Agile World	Supplemental online sources linked in Canvas	Dec 5

Pre-Requisites for the Course

Prerequisite: Informatics 310U.

Learning Outcomes

At the conclusion of this course, students will be able to:

- Identify the main concepts in user experience research
- Explain the importance of research in a user-centered design process
- Articulate practical and ethical considerations when planning and executing research projects
- Demonstrate the foundational building block skills of research
- Plan and conduct user research studies using a variety of qualitative and quantitative research methods, built upon the three building block skills
- Collect and analyze qualitative and quantitative data
- Turn research results into actionable recommendations for the product team
- Share research results with a stakeholder audience using the principles of storytelling and persuasive writing and presentation

Grading Policy

Instructional Techniques

- Assigned readings from textbooks and other sources
- Lectures on the topic of the week
- In-class exercises and discussions, to demonstrate and practice the skills introduced each week
- Homework assignments for further practice
- Quizzes to review the material and probe understanding

How to Succeed in this Course

- **Be present** both physically show up to class and be focused on the class material during class.
- **Participate fully** both in class and in online discussions.
- **Read the material for the week before class** and be prepared to apply the concepts during class discussions and exercises.
- **Pull your weight** during in-class exercises and group assignments.

Classroom Expectations

- **Show up on time to each class prepared and ready to participate.** Your preparation for discussion and participation is extremely important for you and your classmates. Do the readings in advance of each class, review the supplemental materials, bring all materials you need to complete the in-class exercises or discussions.
- **Participate and engage.** UX is not a spectator sport. You need to participate in class by communicating your understanding and testing others' understanding with questions and dialogue. This course requires active participation. The more you put into it, the more you will get out of it. Active participation engaging in classroom activities and discussions, asking questions when necessary, and putting your best effort into all assignments.
- **Respect each other.** You are expected to work, individually and with others, to create an atmosphere that is safe, valuing of one another, and open to diverse perspectives. Everyone is expected to show courtesy, civility, and respect for one another. Comments or postings that degrade or ridicule another are unacceptable.

Grading Policies

Final grades are firm, and no additional curve is available.

Grade breakdown for class

Grade	Cutoff
A	94%
A-	90%
B+	87%
B	84%
B-	80%
C+	77%
C	74%
C-	70%
D+	67%
D	64%
D-	60%
F	<60%

GRACE POLICY: Time-bank options

No late assignments are accepted except for documented illnesses or religious holy days (see below). However, sometimes we have bad days, bad weeks, and bad semesters. In an effort to accommodate any unexpected, unfortunate personal crisis, I have built “time banks” into our course. You do not have to utilize this policy, but if you find yourself struggling with unexpected personal events, I encourage you to e-mail me as soon as possible to notify me that you are using our grace policy. You may use this policy one of two ways (please choose, and let me know):

- You may have a two-day grace period for one assignment, OR
- You may have 2 one-day extensions for two different assignments.

Absences

Excused 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 us 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.

If you must be absent, use your resources wisely. Ask your classmates to get a run-down and notes on any lessons you miss. If you find there are topics that we covered while you were gone that raise questions, you may drop into office hours or schedule a meeting to discuss. Email specific questions you have in advance so that we can make the most of our time. “What did I miss?” is not specific enough.

Submission requirements

All written assignments need to meet basic college-level writing standards. Completing your assignments at the last minute usually result in a poor grade. Your writing will be graded on the following criteria:

- Grammar and spelling
- The clarity of thoughts and structures demonstrated in your writing
- Your use of resources (including citations)
- The overall quality of the writing

You must cite all sources you have used in your written submissions and provide complete citation

information at the end of your submitted documents, including any module readings or the online lecture. Remember that using others' materials without proper reference may result in plagiarism and suffer strict academic consequences. All citations should follow a formal citation style (e.g., APA, Chicago). For more information on citation styles, please see the Purdue University OWL guide: <http://owl.english.purdue.edu/owl/resource/560/01/>

All writing assignments will be passed through Turnitin for plagiarism check. The results of this software analysis are not the only method I use to determine whether something is plagiarized. Plagiarism is my least favorite thing to deal with, so avoid it!

Artificial Intelligence

This course assumes that work submitted for a grade by students – all process work, drafts, brainstorming artifacts, final works – will be generated by the students themselves, working individually or in groups as directed by class assignment instructions. This policy indicates the following constitute violations of academic honesty: a student has another person/entity do the work of any substantive portion of a graded assignment for them, which includes purchasing work from a company, hiring a person or company to complete an assignment or exam, and/or using generative AI tools (such as ChatGPT).

Overview of all Major Course Requirements and Assignments

The following table represents how you will demonstrate your learning and how we will assess the degree to which you have done so.

Assignments	Percent of Total Grade
In-class and online discussions	10%
In-class exercises and homework exercises	45%
Quizzes	45%

Required Course Materials

UX Research



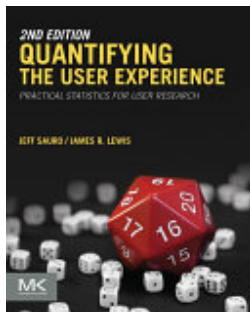
ISBN: 9781491951262

Authors: Brad Nunnally, David Farkas

Publisher: "O'Reilly Media, Inc."

Publication Date: 2016-11-15

[\[Amazon link\]](#) [\[UT Library E-Book Link\]](#)



Quantifying the User Experience

ISBN: 9780128025482

Authors: Jeff Sauro, James R Lewis

Publisher: Morgan Kaufmann

Publication Date: 2016-07-12

[\[Amazon link\]](#) [\[UT Library E-Book Link\]](#)



Surveys That Work

ISBN: 9781933820835

Authors: Caroline Jarrett

Publisher: Rosenfeld Media

Publication Date: 2021-08-17

[\[Amazon link\]](#) [\[UT Library E-Book Link\]](#)

Recommended Course Materials

Additional readings, videos, and lectures may be linked online through canvas.

All class materials, supplemental resources, grades, and announcements will be posted on the course Canvas site: <https://utexas.instructure.com/courses/1395200>.

Final Exam Date and Time

This course will not have a final exam.

Class Canvas Site

<https://utexas.instructure.com/courses/1395200>

Notice of Academic Accommodations from Disability and Access (D&A)

Accessible/Compliant Statement:

If you are a student with a disability, or think you may have a disability, and need accommodations please contact Disability and Access (D&A). You may refer to D&A's website for contact and more information: <http://community.utexas.edu/disability/>. If you are already registered with D&A, please deliver your Accommodation Letter to me as early as possible in the semester so we can discuss your approved accommodations.

Accessible, Inclusive, and Compliant Statement:

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 Disability and Access (D&A). Please refer to D&A's website for contact and more information: <http://community.utexas.edu/disability/>. If you are already registered with D&A , 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)

Students who are struggling for any reason and who believe that it might impact their performance in the course are urged to reach out to Bryce Moffett if they feel comfortable. This will allow her to provide any resources or accommodations that she can. If immediate mental health assistance is needed, call the Counseling and Mental Health Center (CMHC) at 512-471-3515 or you may also contact Bryce Moffett, LCSW (iSchool CARE counselor) at 512-232-4449. Bryce's office is located in FAC18S and she holds drop in Office Hours on Wednesday from 2-3pm. For urgent mental health concerns, please contact the CMHC 24/7 Crisis Line at 512-471-2255.

Important Safety Information

Carrying of Handguns on Campus

Students in this class should be aware of the following university policies related to Texas' Open Carry Law:

- 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.

University Policies and Resources for Students Canvas Page

This Canvas [page](#) is a supplement to all UT syllabi and contains University policies and resources that you can refer to as you engage with and navigate your courses and the university.