

## Course Schedule - January 2011

The course takes place in auditorium 45 in Bulding 303N. The right column shows the number of the chapter in the textbook *Brugervenligt webdesign (Usable web design)* that corresponds to the lecture. The chapter numbers apply both for the Danish and English version.

Monday 3.	<p>08.30 - 09.25: Introduction, Course schedule, Exercises, Teams for the exercises (continued during break), Questions.</p> <p>09.40 - 10.30: What is usability? During break: Form teams for exercises.</p> <p>10.45 - 12.20: Rules for a usable interface.</p> <p>12.20 - 12.30: Presentation of exercise 1, Usable messages, Presentation of exercise 2, Usability assessment</p> <p>19.00: Hand in exercise 1, Usable Messages.</p>	<p></p> <p>1, 2</p> <p>6</p> <p></p>
Tuesday 4.	<p>08.30 - 12.00: Usability Testing. Mini exercise A: Improve tasks</p> <p>12.00 - 12.30: Presentation of exercise 3, Usability test task evaluation Presentation af exercise 4, Usability test.</p> <p>13.00: Briefing for exercise 4b, bankdata</p> <p>19.00: Hand in exercise 3, Usability test task evaluation</p>	<p>11, 13</p> <p></p> <p></p> <p></p>
Wednesday 5.	<p>08.30 - 09.00: Design strategies for usability.</p> <p>09.00 - 09.25: The five golden rules.</p> <p>09.40 - 10.00: Presentation of exercise 5, Interview.</p> <p>10.15 - 12.30: Field study techniques: Interview, observation. Mini exercise B: Evaluate user models and scenarios.</p> <p>13.00: Briefing for exercise 4a, Kapow Katalyst</p>	<p>3</p> <p>3.1</p> <p></p> <p>4, 5</p> <p></p>

Thursday 6.	08.30 - 09.30: Prototyping	5.2
	09.45 - 10.45: Techniques for evaluating usability. Mini Exercise C: Review	12
	11.00 - 11.30: Discussion of exercise 1, Usable messages Discussion of exercise 3, Usability test task evaluation	
	11.40 - 12.30: Writing for the web.	8
Friday 7.	08.30 - 10.00: Rules for a usable interface (continued from Monday) Mini exercise D: Search Log Analysis	7
	10.15 - 11.30: E-commerce usability tips. User experience versus usability Trust	-
	11.45 - 12.30: Usable and useful recommendations. Mini exercise E: Recommendations	-
	15.00: Hand in exercise 2, Usability Assessment.	
Tuesday 11.	08.30 - 09.15: What users think of graphic design.	9
	09.30 - 10.00: Discussion of exercise 2, Usability assessment	-
	10.15 - 11.20: Mini exercise F: MassLink - The politics of usability	13
	11.30 - 12.00: Questions and tips for exercise 4 and 5. Evaluation procedure for your reports.	
	12.00 - 12.30: The final words: Converting theory into practice. Preliminary feedback from students on the course.	13, 14
	15.00: Last opportunity to submit test script for exercise 4, and prototype, associated core tasks and interview checklist for exercise 5 for commenting.	
Tuesday 18.	15.00: Hand in exercise 4, Usability test	
	15.00: Hand in exercise 5, Interview	

<p>Wednesday 19.</p>	<p>09.00 - 12.00: Meet in the auditorium for exercise 6, Coordination.</p> <p>Work in the following groups:</p> <p>Group 1: Team B01 to B05</p> <p>Group 2: Team B06 to B10</p> <p>Group 3: Team B11 to B15</p> <p>Group 4: All six D-teams</p> <p>Group 5: Team K02, K03, K12, K15</p> <p>Group 6: Team K01, K04, K05, K09, K13</p> <p>Group 7: Team L01, L03, L05, L06, L07, L08, L11</p> <p>Group 8: Team L04, L09, L10, L12, L13</p> <p>Group 9: Team L14, L15, L16, L17</p> <p>Group 10: Team T01, T02, T04, T07, T08, T09</p> <p>Group 11: Team T05, T06, T10, T11</p> <p>15.00:           Hand in exercise 6, Coordination.</p>	
<p>Thursday 20.</p>	<p>Presentations of usability test results to clients.</p> <p>08.30 - 09.30 Kapow Katalyst</p> <p>09.45 - 10.45 DenStoreDanske</p> <p>11.00 - 12.00 bankdata</p> <p>12.30 - 13.30 Legoland</p> <p>13.45 - 14.45 DTU</p> <p>You must attend the one-hour presentation of the usability results from the website or product that your team has tested.</p> <p>End of course. There are no planned activities on Friday 21 January.</p>	

## Exercises

All exercises are compulsory.

All exercises may be carried out by teams of one or two students.

Each team must submit a report for exercise 1, 2, 3 and 6. For teams of two students, one student must submit a report for exercise 4 while the other student must submit a report for exercise 5. If you decide to work on your own, you must do exercise 4 and you are not required to do exercise 5.

The workload estimate below applies for each student in a team of 2 students.

Exercise	Short description	Start	End	Workload (hours)
1	Usable messages.	3.	3.	3
2	Usability assessment. Evaluate a real-world web site.	3.	7.	3
3	Usability test task evaluation. Identify problems in a usability test task set..	4.	4.	4
4	Usability test. Conduct a usability test of a Danish or English product (usually a web site) with at least five test participants. Write a test report.	4.	18.	30
5	Interview - Analyze a new web site for a florist's. Prepare a low-fidelity prototype. Interview at least five typical users. The interview must include a quick usability test of the prototype. Based on the interviews, prepare one target group description, two user profiles, two scenarios and a prioritized list of core tasks for one target group.	5.	18.	30
6	Coordination. Coordinate results from exercise 4.	19.	19.	5
Estimated workload for exercises:				75
Estimated workload for lectures:				25
Estimated workload for preparing for lectures and reading the textbook:				10
Estimated workload for the whole course:				110