

Course Schedule - January 2009

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.

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|--------------|---|--------|
| Monday 5. | 08.40 - 09.25: Introduction, Course schedule, Exercises, Teams for the exercises (continued during break), Questions. | |
| | 09.40 - 10.30: What is usability? During break: Form teams for exercises. | 1, 2 |
| | 10.45 - 12.20: Basic guidelines for usable design. | 6 |
| | 12.20 - 12.30: Presentation of exercise 1, Usability Assessment. | |
| | 19.00: Hand in exercise 1, Usability Assessment. | |
| Tuesday 6. | 08.30 - 12.00: Usability Testing. Mini exercise A: Improve tasks | 11, 13 |
| | 12.00 - 12.30: Presentation of exercise 2, Usability Test Task Evaluation Presentation af exercise 3, Usability Test. | |
| | 19.00: Hand in exercise 2, Usability Test Task Evaluation | |
| Wednesday 7. | 08.30 - 09.00: Design strategies for usability. | 3 |
| | 09.00 - 09.25: The five golden rules. | 3.1 |
| | 09.40 - 10.00: Presentation of exercise 4, Interview. | |
| | 10.00 - 10.15: Discussion of exercise 2, Usability Test Task Evaluation | |
| | 10.30 - 12.30: Field study techniques: Interview, observation. Mini exercise B: Evaluate user models and scenarios. | 4, 5 |
| Thursday 8. | 08.30 - 09.30: Prototyping | 5.2 |
| | 09.45 - 10.45: Techniques for measuring usability. Mini Exercise C: Review | 12 |
| | 11.00 - 11.30: Discussion of exercise 1, Usability Assessment. | |
| | 11.40 - 12.30: Writing for the web. | 8 |

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| Friday 9. | <p>08.30 - 09.30: Usable search. Mini exercise D: Search Log Analysis</p> <p>09.45 - 11.00: E-commerce usability tips. Beyond checkout Trust me!</p> <p>11.15 - 12.30: Usable and useful recommendations. Mini exercise E: Recommendations</p> | <p>7</p> <p>-</p> <p>-</p> |
| Tuesday 13. | <p>08.30 - 09.20: What users think of graphic design.</p> <p>09.30 - 10.15: Better help - Three helpful tips.</p> <p>10.30 - 11.20: Mini exercise F: MassLink - The politics of usability</p> <p>11.30 - 12.00: Tips for exercise 3 and 4. Evaluation procedure for your reports.</p> <p>12.00 - 12.30: The final words: Converting theory into practice. Preliminary feedback from students on the course.</p> | <p>9</p> <p>10</p> <p>13</p> <p>13, 14</p> |
| Tuesday 20. | <p>19.00: Hand in exercise 3, Usability Test</p> <p>19.00: Hand in exercise 4, Interview</p> | |
| Wednesday 21. | <p>09.00: Meet in the auditorium for exercise 5, Coordination. The exercise will take 1-3 hours. Exercise 5 is mandatory for students who are responsible for exercise 3.</p> <p>19.00: Hand in exercise 5, Coordination.</p> | |
| Thursday 22. | <p>Presentations of usability test results to clients.</p> <p>08.30 - 09.30 Trafikken.dk 09.45 - 10.45 DSB.dk 11.00 - 12.00 VisitDenmark.com 13.00 - 14.00 Udenrigsministeriets Borgerservice 14.30 - 15.30 Borger.dk</p> <p>You must attend the presentation of the usability results from the website that your team has tested. Each presentation lasts one hour.</p> <p>End of course. There are no planned activities on Friday 23 January.</p> | |

Exercises

All exercises are compulsory.

All exercises may be carried out by teams of one or two students. All reports must be individual; this means that each report must have only one author even if you have carried out the exercise together with another student.

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

The workload estimate below applies for teams of 2 students.

Mail solutions to exercises to dtu2009@molich.dk before the deadline shown in the course schedule.

| Exercise | Short description | Start | End | Workload (hours) |
|---|---|-------|-----|------------------|
| 1 | Usability assessment. Evaluate a real-world web site. | 5. | 5. | 3 |
| 2 | Usability test task evaluation. Identify problems in a usability test task set.. | 6. | 6. | 4 |
| 3 | 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 in accordance with a given template. | 6. | 20. | 35 |
| 4 | Interview - Analyze a new web site. 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 tasks for one target group. | 7. | 20. | 35 |
| 5 | Coordination. Coordinate results from exercise 3. | 21. | 21. | 3 |
| Estimated workload for exercises: | | | | 80 |
| Estimated workload for lectures: | | | | 25 |
| Estimated workload for preparing for lectures and reading the textbook: | | | | 10 |
| Estimated workload for the whole course: | | | | 115 |