# **User Experience Design Overview**

#### **Introduction** week 1

#### **Key ideas**

Iterative, user-centred, designers' conceptual models, users' mental models.

#### Questions to consider

System purpose, users, expertise, issues, resolutions, changing assumptions.

#### **Usability and accessibility**

Rise of usability, importance of accessibility, dialogue.

## Cognition week 2

## **Key ideas**

Computational offloading, Norman's seven stages of action.

## Types of cognition

Perception, interpretations, attention (selective/focused, divided, sustained).

## Memory

Types of memory, Gestalt psychology, recognition vs recall, learning, affordances.

# Usability and Accessibility week 3

#### **Key ideas**

What is measured, benefits.

#### Heuristics

Norman's design principles, Nielsen's usability heuristics.

#### **User differences**

Cultural, situational impairment, accessible design, assistive technology.

#### **Quantitative Data** week 9

#### Questionnaires

Open/closed questions, question design, common errors, standard questionnaires.

#### User feedback

Observation, physiological data, performance metrics.

# Data Analysis weeks 10 & 11

# Visualising data

Distributions, averages, spread.

## Sampling

Simple random, convenience.

## **Comparing datasets**

Simple difference, Cohen's d, confidence intervals, null hypothesis, p-value, independent variables, parametric/non-parametric tests, t-tests, r value.