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**BSc Computing Programme**

**MODULE CODE: CMP020L005**

**MODULE NAME: Computing and Society**

**Academic Year 2022-2023**

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| **Module Code** | **Level** | **Credit Value** | **Module Convenor** |
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**Assignment Brief**

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| **Assignment title:** | Report: User research, user experience and usability testing |
| **Weighting:** | 60% |

**Overview**

This assignment has four tasks.  The four tasks culminate in a complete academic report.  The tasks are as follows.

1. **Academic writing exercise**.  You will read and summarise a paper on user research, user experience and user testing.  This will become the background section to your final report.

2. **Use an ‘Explore’ method.** You will choose an online application that you use frequently to communicate or collaborate with others.   You will choose a user experience research method from the ‘explore’ category to document a feature of that application and explore its use.

3. **Conduct a usability test**. You will choose a feature of the application you have used in your Explore method and conduct a usability test that will produce data that can be used to make recommendations for improvement.

4. **Produce a single report.** You will combine the results of the three activities above into a coherent report.

You will be able to practice and work on your report in class time and there will be a question and answer session on the assignment expectations in the last part of every class.

Templates and examples will be provided for each report component as well as the final report.

**The University of Roehampton policy will apply in all cases of copying, plagiarism, collusion or any other methods by which students have obtained (or attempted to obtain) an unfair advantage. Support and guidance on assessments and academic integrity can be found from the Learning Skills Hub  https://library.roehampton.ac.uk/studytoolkit/lsh**

**Task 1: Academic Writing Exercise**

**Due date: February 12th (end of week 3) for peer review and Formative Feedback in class.**

Read the following article on Best Practices in User Experience (UX) Design by Mike Gualtieri:

<http://web.uchile.cl/DctosIntranet/05UsabilidadExperienciaUsuario/BuenasPracticas/BestPracticesUserExperience.pdf>

You must summarise **the article in your own words in not more than 500 words.**

In your summary, explain **why and how** the author thinks professionals should work with users of systems they build.  Paraphrase the author’s ideas and correctly reference the paper in your own writing using IEEE format.

Follow up your summary with an additional paragraph where you use the author’s ideas to explain some advantages of an iterative design process.

You may use this short article as a reference: <https://www.interaction-design.org/literature/article/design-iteration-brings-powerful-results-so-do-it-again-designer>

**Resources**

To understand and improve your paraphrasing use these resources:

1. <https://moodle.roehampton.ac.uk/pluginfile.php/593552/mod_page/content/191/Quoting%20and%20Paraphrasing.pptx>
2. <https://help.open.ac.uk/how-do-i-use-my-own-words>

**Task 2: Use an ‘Explore’ User Experience Method**

You will use one of the ‘Explore’ user research methods to document and analyse a collaboration software tool of your choice with reference to a specific feature by following the steps below:

Step 1: Select a collaboration software tool

The variety of team collaboration software tools are on the rise. New tools for team collaboration are emerging everyday while existing ones are continuously upgrading and adding new features to their products. The link below offers several collaboration tools that you could select from, but you are not limited to these:

<https://resources.workable.com/tutorial/collaboration-tools>

Step 2: Document some features

A **‘feature’**is“a discrete piece of functionality desired by stakeholders”. A feature is described in terms of what it does and what benefit it gives to specific users.  A feature may incorporate several different requirements, commonly from different user perspectives.

For example, a feature of Microsoft teams is that once a call has started, a user may invite others into the call.  The requirements of this feature can be broken down into those from the point of view of the person organising the call, and those from the point of view of the person being invited into the call.

You should list some of the discrete features of your chosen tool and for each, identify a user role that makes use of it.

Step 3: use one of the ‘explore’ user research methods below to document and analyse your feature.

* Persona building – <https://www.nngroup.com/articles/personas-are-living-documents/>
* Journey mapping - <https://www.nngroup.com/articles/journey-mapping-101/>
* User stories - <https://www.nngroup.com/articles/user-story-mapping/>

Use the resources on Moodle (week 2) and the work you did in class to help you.

You may look at the same feature from the perspective of more than one role.

Interview **at least 2 users** of your collaboration tool to gather data

Feel free to use and cite additional sources.

**Task 3: Usability Test**

**Conduct a Usability Test to explore the features of your chosen collaboration tool.**

Perform and write up a ‘think-aloud’ usability test on the collaboration software tool which you researched in task 2.

Your test should include an evaluation of the data you collected, and recommendations for improvement of the interface tested.

Your test should consist of a warm-up question plus a request to your user to perform *at least* two tasks that you define, based on the features you identified in task 2, step 2. **Download and use the *Think Aloud Test Template*** **document from Moodle when conducting your usability test.**

**Task 4: Complete your report**

**Due date: March 12th (end of week 7)**

The three previous tasks should be combined into a single report.  A template is provided for you on Moodle which you must use.

In the recommendations section, you should categorise your recommendations into ‘easy wins’ ie. quick and cheap fixes that will bring notable benefits, or ‘sound investments’ which will take more work but deliver substantial improvements for users.

A high-quality report will show overall coherence and high academic standards.  For example:

* Your report should include short linking paragraphs between the sections that ensure the reader understands the relevance of each section to the next.
* The user research findings expressed in your Persona should be referenced in your final recommendations
* You should have a clear separation between presentation of the data you have collected and the analysis and recommendations you make based upon it
* Your recommendations should be clearly grounded in the data you have collected
* You should critically evaluate your own methodology and results
* You should reference external sources

**Submission Format:**

* Please download and use the document “LN\_FN\_StudID\_Usability Test Final Report” from Moodle to write your final report.
* Rename the document using your own name and student ID and save as a PDF.
* Upload your report to the CW1 submission link by **March 12, 11:59 PM.**

**Further Information**

**Purpose of the Assessment**

In this assessment you will become familiar with the foundational debates in human computer interaction. Through the reading and writing exercise in task 1, you will understand the rationale for modern methods for design and evaluation of systems and interfaces.

This assignment will also enable you to apply one of the ‘explore’ methods of user experience research.  You will become familiar with available methods and how and when to apply them.  You will become familiar with methods for describing and analysing user experiences.

Finally, this assessment will allow you to work with your peers to execute an industry standard ‘discount usability test’. You will need to plan and organise the test, get users consent, document the test and use evidence to make recommendations.  You will present your findings in an interesting and accessible way similar to how a usability review might be presented in industry.

You will also produce a well-structured written report about your activities.  This is useful for both academic and professional practice.

**Learning Outcomes addressed by this assignment**

* Evaluate the efficacy of a given design and implementation using empirical data.
* Evaluate ethical/social trade-offs in technical decisions.
* Compare the HCI issues in individual interaction with group interaction.
* Compare and contrast various collaboration tools.
* Create and conduct a simple usability test for an existing software application.

Coursework Assessment

**Report Submission**

To submit your report, please use the Coursework 1 submission link on the Computing and Society Moodle site. It is important that you submit your work to the correct module Moodle site and that your work is submitted on time. Please ensure you have read the regulations regarding late submissions and non-submissions.

If you experience technical issues, please email the Moodle Team: [moodle@roehampton.ac.uk](mailto:moodle@roehampton.ac.uk)

**Upload to ePortfolio (10% of your grade!)**

Make sure you add your final report to you ePortfolio.  This is your chance to add some creativity to transform your paper into an elaborate evaluation for future employers to view. Please add images of any work you created (i.e., User Persona, etc.)

Resources

**Report writing**

https://moodle.roehampton.ac.uk/mod/page/view.php?id=345523

Please use correct referencing in the IEEE format.  We will give you instruction in class on how to use a reference manager.