

DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Political, Administrative and Communication Sciences
1.3 Department	Journalism
1.4 Field of study	Communication sciences
1.5 Level of study	Master
1.6 Study program / Qualification	Digital Media, Internet and Game Studies

2. Information about the discipline

2.1 Discipline title	User research and usability testing/ Cercetarea utilizatorilor și testarea uzabilității						
2.2 Course lecturer	dr. Carmen Muntean						
2.3 Seminar assistant	dr. Carmen Muntean						
2.4 Year of study	1	2.5 Semester	I	2.6. Evaluation type	E	2.7 Discipline type	OBL

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	4
3.4 Total hours in the study plan	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					36
Supplementary documentation in the library, on electronic platforms and in the field:					18
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					36
Tutorials					16
Examinations					2
Other activities:					
3.7 Total hours of individual study	108				
3.8 Total hours per semester	150				
3.9 Number of credits	6				

4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	•

5. Conditions (where applicable)

5.1 for the course	• Room with a video projector/ digital display and Internet connection
5.2 for the seminar/laboratory	• Room with a video projector/ digital display and Internet connection

6. Accumulated specific competencies

Professional competencies	<ul style="list-style-type: none"> Collecting relevant quantitative and qualitative data from users about a potential or existing digital interface Detect structures, patterns and trends in qualitative data to interpret the subjective experiences of users Determine causality from quantitative information to abstract user behavior Generate design solutions based on the results of analyzed data
Transversal competencies	<ul style="list-style-type: none"> Solving, in a realistic manner, with both theoretical and practical argumentation, of common professional situation, in view of an efficient and deontological solution. Making the most out of the currently available communication opportunities

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> Being able to collect and parse information from users
7.2 Specific objectives	<ul style="list-style-type: none"> Understanding the requirements users have of a digital product Infer user needs from direct questioning, observing users and analyzing user traces Being able to translate those requirements into functional specifications Being able to visualize functional specifications in a graphical user interface prototype Identifying how different technologies lead to specialized use and content Placing communication media in a complex cultural, social and economic context

8. Contents

Bibliography		
8.1 Course	Teaching methods	Observations
1. What is usability?	Discussion	
2. Types of research	Multimedia presentation	
3. Preliminary research	Multimedia presentation Discussion	
4. Interviews	Multimedia presentation Discussion	
5. Observation	Multimedia presentation Discussion	
6. Contextual inquiry	Practical demonstration	
7. Log analysis	Multimedia presentation Practical demonstration	
8. Questionnaires	Multimedia presentation Discussion	
9. Analysing and communicating research results	Multimedia presentation Discussion	
10. User representation/Personas	Multimedia presentation Practical demonstration	

11. Use case scenarios	Multimedia presentation Practical demonstration	
12. Generating and selecting design ideas based on research results	Multimedia presentation Debate	
13. Prototypes	Multimedia presentation	
14. Final review	Discussion	
Bibliography Allen, Jesmond & James Chudley, <i>UX Design: Foundations for Designing Online User Experiences</i> , Wiley, Chichester, 2012 Garret, Jesse James, <i>The Elements of User Experience. User-centered design for the web and beyond</i> . Second edition. Berkeley, CA: New Riders, 2011. Lowgren, Jonas & Erik Stolterman, <i>Thoughtful interaction design. A design perspective on information technology</i> . Cambridge, MA: The MIT Press, 2007.		
8.2 Seminar		
1. Qualitative vs quantitative research	Application	
2. Context analysis	Application	
3. Applied focus group	Application	
4. Applied observation	Application	
5. Creating a questionnaire	Application	
6. Representing users	Application	
7. Creating prototypes	Application	

9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field

<ul style="list-style-type: none"> Communication is turning increasingly digital and at the same time, it is trying to seamlessly meld with other media. It is necessary to be aware of the possibilities that digital technologies allow for developing a media product, and to understand how the interaction between users and media, users and communication devices and between the media themselves are developing and affecting the way we perceive the information we receive.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Written examination	E	50%
10.5 Seminar/laboratory	Applying at least one quantitative and one qualitative research method for a design project	VP	50%
10.6 Minimum performance standard			
<ul style="list-style-type: none"> The student understands the basics of how users and interfaces are connected The student can generate design ideas based on research data 			

Date

Course lecturer signature

Seminar assistant signature

1.11.2019

Conf. dr. Andreea Mogoş

Conf. dr. Andreea Mogoş

Date of approval in the Department

Head of department's signature

1.11.2019

PhD Elena Abrudan