

COM621 UX STRATEGIES

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OUTLINE OF WEEK 12

- Please log into Teams and SOL/Moodle (for attendance tracking):

Moodle: <https://learn.solent.ac.uk/course/view.php?id=44075> Account: <https://tinyurl.com/Solent-COM621> AM session: <https://tinyurl.com/COM621am> PM session: <https://tinyurl.com/COM621pm>

- Please wear masks = Windows & doors open /

Module feedback

- 4.0/5 (4/20 respondents – thanks to those providing feedback)

Meet 17 Jan 22 – 11am at Usability Lab (optional)

- Past 2020 sample assessments: (see week 12)

<https://learn.solent.ac.uk/mod/resource/view.php?id=2258236>

- Discuss the video recording on 16 Dec. Jordan and Ed <https://forms.office.com/r/HHrc4RbEd0>
RIKE Project – student video recording of project progress. (10am & 4pm) Ed will be about 4pm

- Mark Jones – UX strategy video: [TBC]

- Usability metrics

- Ben Goldacre – Bad Science

- Tag cloud www.wooclap.com/YNKJPF

- 1 Minute essay

MODULE FEEDBACK

Please submit suggestions to the form below

- The module is well organised and running smoothly – both disagree
4.0/5 (4/20 respondents on 16 Dec. '21 – thanks to those providing feedback)

How to improve the organisation of the COM621 module.

<https://forms.office.com/r/Zyg2QJ6tkw>

Please check if you can still enter your comments to the survey from the SOL link.

PAST SAMPLE ASSESSMENT

For review

Look at the week 12 sample in Teams

<https://ssu.sharepoint.com/:w:/r/sites/UXStrategiesCOM621September2021/Class%20Materials/COM621-wk12/COM621-PastSampleAssessment-2020-UX%20Strategies%20Assignment.docx?d=wa20506d8b2614c07ab1ddfd9a1328b9a&csf=1&web=1&e=4yuFI7>

There is a good reference section using Harvard style. It is good to have a mix of reference media. Mental research is shown. Gap in accessibility, data protection regulations and ethical issues, etc. Introduction provides medical background.

Business plan shows research data for goals. Market research evidence needed to confirm if there is no similar products.

Survey sample group stated at 17, but is the response rate 100% on each question? Good to see figures with captions to represent results. An appendix link to the raw data would be useful to support claims.

Section 3.3.1.1 – Link to UX design principles expected. In analysis text if a direct quote is used is should be *‘quoted italic’* with a code to identify the transcript.

3.3.1.3 – statements from the researcher like: *‘loan application button is eye-catching’* needs supporting evidence.

User needs table needs a caption.

Metrics table needs caption. Evidence needed to support your metric choices.

Usability test info has 5 summary tables with links to consent forms.

Summary identifies the weakness of the project. Well done.

Final conclusion and recommendations expected.

Report structure could be better if the graphics were in the body text so the reader can follow better.



Part 3 – User Journey - Deliverable Poster/Video

10am Morning session /4pm afternoon session

At this point, as per part 1 and part 2, you should have two essential UX outcomes available, User Research findings in a form user needs and objectives and a clearly defined business goal. In this section, you are required to produce a fully detailed user journey including all the following elements:

- User Persona (Minimum 2 persona representing two typical user groups)**
- User Scenario (Minimum 2)**
- User Goals**
- Flow of Tasks/Information/Screens/IXDs/Contents/Information Architecture**
- Empathy Mapping**
- Usability Metrics**

Make a short video (no more than 5 minutes) to explain these elements.

The web link to the video will need to be included in the final report for Part 3 of the assessment Template

RIKE RESEARCH INVITE



RIKE PROJECT – Dr Anthony Basiel Immersive Webinar Design

SMART Objectives:

- Record participants from Solent & Middlesex University using new webinar designs.
- Get survey / interview data from the participants
- Westminster University designs and conducts usability and pedagogy evaluation.
- Research results written to be published.

RIKE RESEARCH INVITE

If you would like to participate in my R&D project to examine a 360* immersive fishbowl discussion webinar model, please fill in this form:

<https://forms.office.com/r/HHrc4RbEd0>

£10 Amazon voucher will be sent to you.



RIKE PROJECT

Please sign consent form: <https://forms.office.com/r/HHrc4RbEd0>

RIKE Project – student video recording of project progress.

Protocol:

- 1) Introduction from Module Leader (Maximum 15-20 minutes recording]**
- 2) Key student speaker**
- 3) Students challenge at any time**

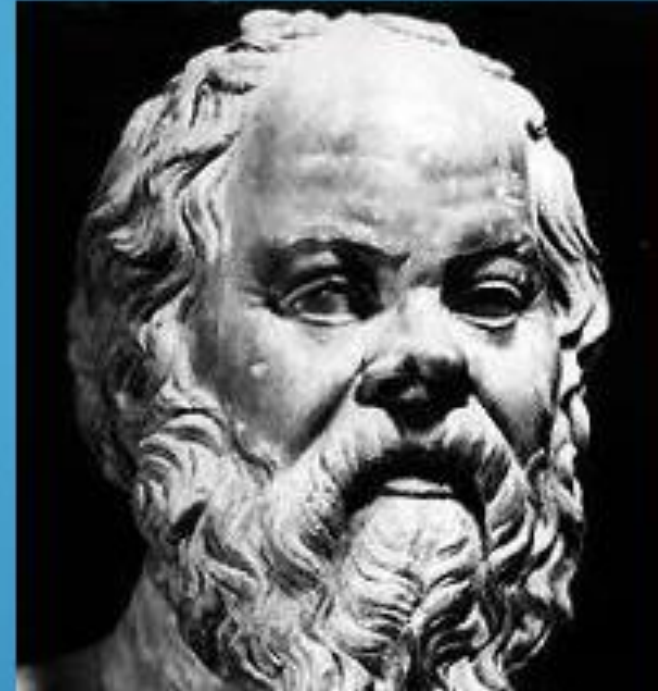
What does Socratic Discussion mean to you?

RIKE PROJECT

Socratic discussion model

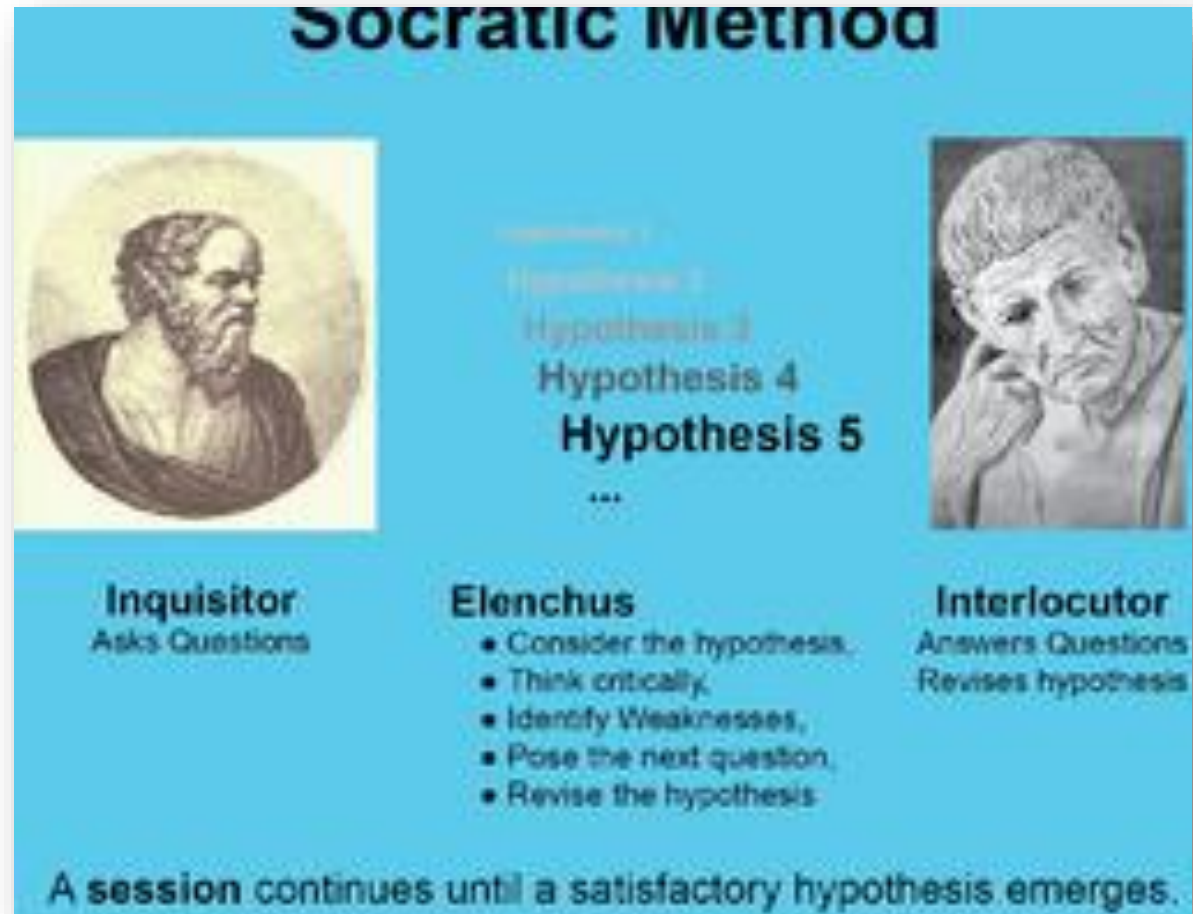
Socratic Method

- Based on theories of Socrates – Greek Philosopher
- More important to teach students to think for themselves that to fill their heads with the “right” answers



RIKE PROJECT

Socratic discussion model



Usability

What is the ISO (International Organization for Standardization)



ISO 9241 definition

<https://www.iso.org/obp/ui/#iso:std:iso:9241:-11:ed-2:v1:en>

Usability

Usability of a product is the extent, to which it can be used by a certain **user**, to achieve effectively, efficiently and satisfyingly certain **goals** in a certain **context**.



ISO 9241 definition

<https://www.iso.org/obp/ui/#iso:std:iso:9241:-11:ed-2:v1:en>

TEST DESIGN METRICS

1- Define you test design metrics?

What do you want to test?

2- Define your Success Rate in the context of Usability?

3- construct Test Tasks?

4- Define your subject base?

Demographic characteristics of your Users

1. Layout: Inability to detect something users need to find; Aesthetic problems; Unnecessary Information.

2. Terminology: Unable to understand the terminology.

3. Feedback: User does not receive relevant feedback or it is inconsistent with what the user expects.

4. Comprehension: Inability to understand the instructions given to users on the site.

5. Data Entry: Problems with entering information.

6. Navigation: Problems with finding users way around the test site/system/software.



HAVE A 15 MINUTE BREAK

MARK JONES VIDEO

UX discussion

To be added

SUCCESS RATE

Success rate (whether users can perform the task at all)

- The time a task requires.
- The error rate.
- Users' subjective satisfaction.

1- Define your test design metrics?

What do you want to test?

2- Define your Success Rate in the context of Usability?

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Demographic characteristics of your Users

1. Layout: Inability to detect something users need to find; Aesthetic problems; Unnecessary Information.

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6. Navigation: Problems with finding users way around the test site/system/software.

Comparing Two Designs

To illustrate quantitative results, we can look at those recently posted by Macromedia from its usability study of a Flash site, aimed at showing that Flash is not *necessarily* bad. Basically, Macromedia took a design, redesigned it according to a set of usability guidelines, and tested both versions with a group of users. Here are the results:

	Original Design	Redesign
Task 1	12 sec.	6 sec.
Task 2	75 sec.	15 sec.
Task 3	9 sec.	8 sec.
Task 4	140 sec.	40 sec.
Satisfaction score*	44.75	74.50
*Measured on a scale ranging from 12 (unsatisfactory on all counts) to 84 (excellent on all counts).		

Measuring Success

	Original Design	Redesign
Task 1	12 sec.	6 sec.
Task 2	75 sec.	15 sec.
Task 3	9 sec.	8 sec.
Task 4	140 sec.	40 sec.
Satisfaction score*	44.75	74.50
*Measured on a scale ranging from 12 (unsatisfactory on all counts) to 84 (excellent on all counts).		

- Task 1: relative score 200% (improvement of 100%).
- Task 2: relative score 500% (improvement of 400%).
- Task 3: relative score 113% (improvement of 13%).
- Task 4: relative score 350% (improvement of 250%).

TEST TASK

1- Define your test design metrics?

What do you want to test?

1. *Layout*
2. *Terminology*
3. *Feedback*
4. *Comprehension*
5. *Data Entry*
6. *Navigation*

2- Define your Success Rate in the context of Usability?

Success rate (whether users can perform the task at all)

1. The time a task requires.
2. The error rate.
3. Users' subjective satisfaction.

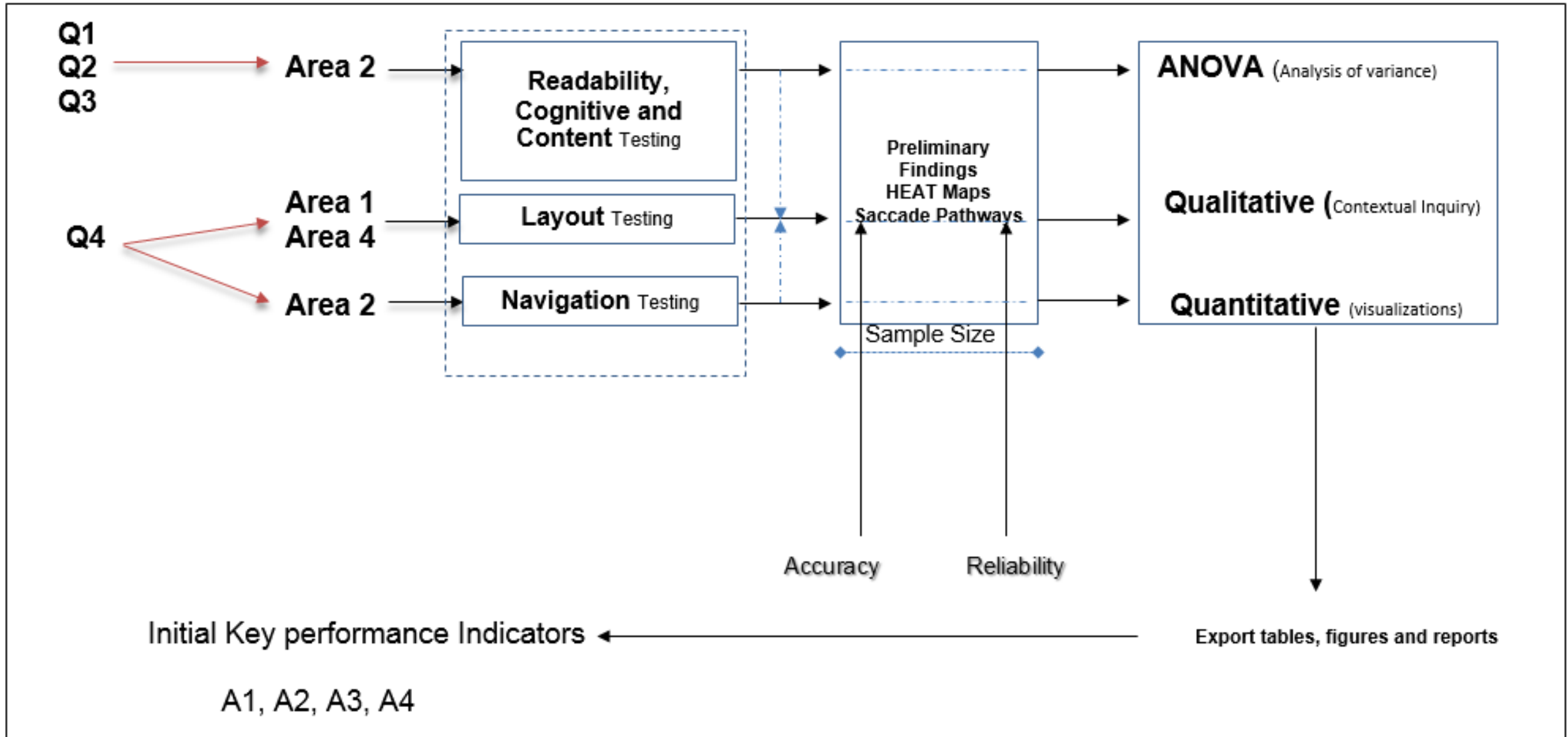
3- construct Test Tasks?

4- Define your subject base?

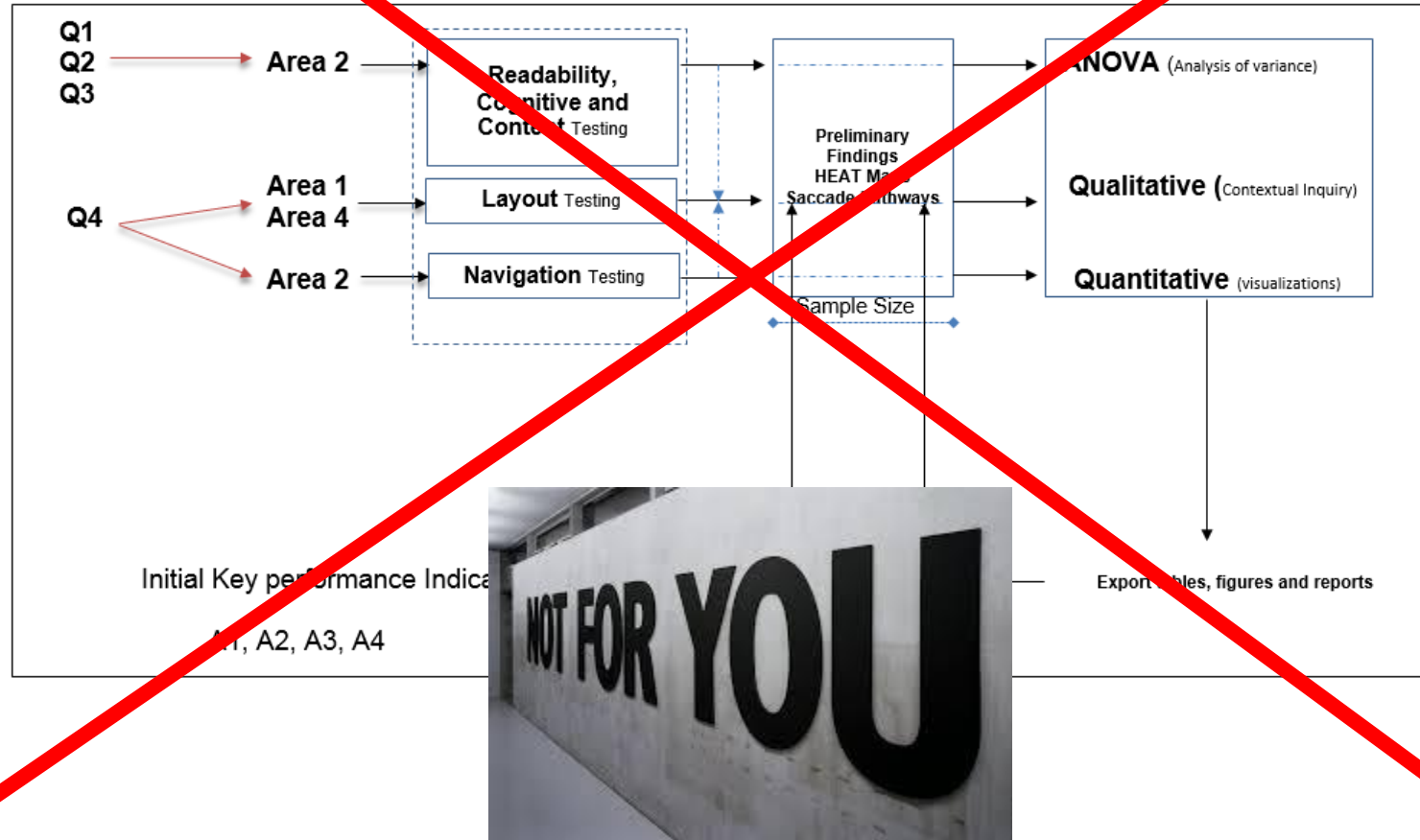
Demographic characteristics of your Users

- 1- Test one usability metric
- 2- Four tasks maximum
- 3- Predefined benchmark :
Number of steps
Time Required

Test Task



Test Task



• BEN GOLDACRE – BAD SCIENCE

<https://www.badscience.net/>

As part of your testing methodology awareness

science

House of Commons Sci Tech Committee on Research Integrity

[Clinical trials campaign](#), [publication bias](#) | [No Comments »](#)

ing mode at the moment. Here's a video of our
t, where they are running an inquiry into research
e the best possible way to approach this issue. Lots of
e hard to capture in hard logical rules,Â so you end up
les that are applied inconsistently. With clinical trials you
measure compliance, and you can enforce compliance.
in the video below from 17:37 with me, Simon [Read the](#)

World's biggest drug companies, in their transparency

[science](#) | [No Comments »](#)

s a [paper](#), and associated [website](#), that we launch today:
ssessed, and then ranked, all the biggest drug

Stuff

About Dr Ben Goldacre

... and upcoming

... book me to speak

Books

... Bad Pharma

... Bad Science

What You Can Find

... Audio and Video

... The Bad Science

I love them



Archives

December 2017

July 2017

February 2017

October 2016

September 2016

March 2016

August 2015

July 2015

June 2015

April 2015

February 2015

December 2014

November 2014

October 2014

July 2014

- BEN GOLDACRE – BAD SCIENCE

<https://www.badsience.net/>

YouTube recording

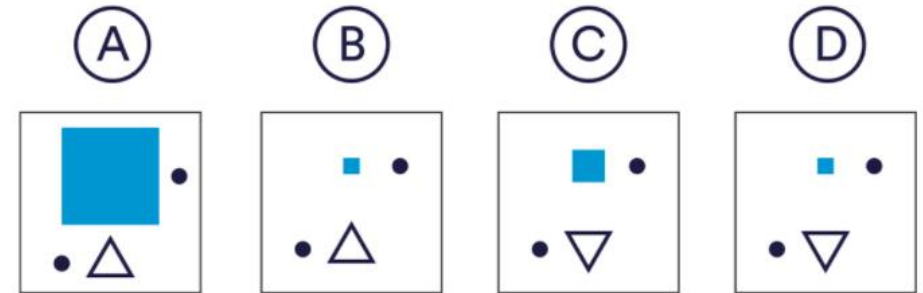
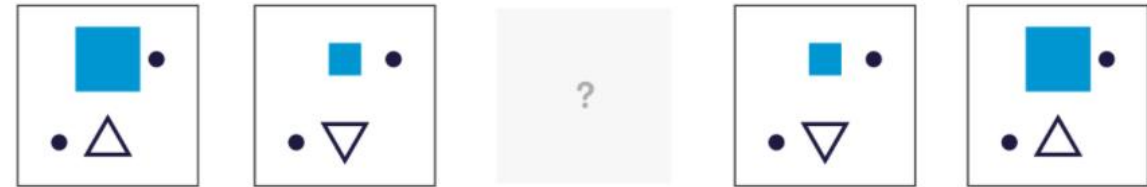
<https://youtu.be/h4MhbkWJzKk>



INTERVIEW TRANSCRIPT: FREE INDUCTIVE REASONING TEST

<https://www.practiceaptitudetests.com/inductive-reasoning-tests/#practice-for-free>

Multiple Choice 10-20min to do.
If time in class – or at home



- <https://learn.solent.ac.uk/course/view.php?id=37040§ion=6#tabs-tree-start>

SPSS software is now available to download. It has an annual license that expires on or around the 31st July and the new codes will be uploaded as soon as they are received from the supplier.

Installation files for PC (Windows) and Mac are available below

The software is only provided for use by students and staff of Solent University to carry out their coursework. It must not be copied, and it must not be used for commercial purposes.

These are for 2021/22

SPSS v27 licence code: **463601102171972cf38c**

SPSS v26 licence code: **78768466c17356c65f06** (If v26 is already installed on device)

These codes should not be shared or distributed.

- [SPSS Licence AgreementFile](#)

This must be read before access to the installation files is granted.

- [spss-statistics-27-windowsFile](#)
Not available unless: The activity [SPSS Licence Agreement](#) is marked complete
- [SPSS Installation Guide - WindowsFile](#)
- [spss-statistics-27-macFile](#)
Not available unless: The activity [SPSS Licence Agreement](#) is marked complete
- [SPSS Installation Guide - MacFile](#)

•What to do if you are experiencing issues installing

Staff

Please log a call using UNITY, our IT self-service centre: <http://unity.solent.ac.uk>

You need to log into UNITY using your email address and standard password. UNITY does not work on Safari browser.

To log this type of request, type "software" into the search bar within the "I have an issue" box and then choose "Software Applications" followed by "Issue with Software".

Student

Email Learning Technologies – LTU@solent.ac.uk

Staff and Students – when raising a call via UNITY or email please provide the following:

Operating system - Windows 7, Windows 10, Mac

Software version – SPSS v26, SPSS v27

A screenshot of the error message

Staff Only – If using a Solent device, we require the device's inventory number

•Need help using SPSS?

The [Presidion Academic Portal](#) is a handy tool containing videos and tutorials and is available to both students and lecturers as they begin to work with SPSS.

Follow these steps to register:

- 1.Go to www.presidion.com/academic-portal
- 2.Click on "Not a member? Register"
- 3.Fill out the form using your University email address
- 4.An email will be sent allowing you to verify your account. Click on the link provided in the email and you will be sent your registration details.

WEEK 12

Design Sprints

<https://uxdesign.cc/5-tips-on-how-to-run-a-successful-design-sprint-f09a82507ff4>

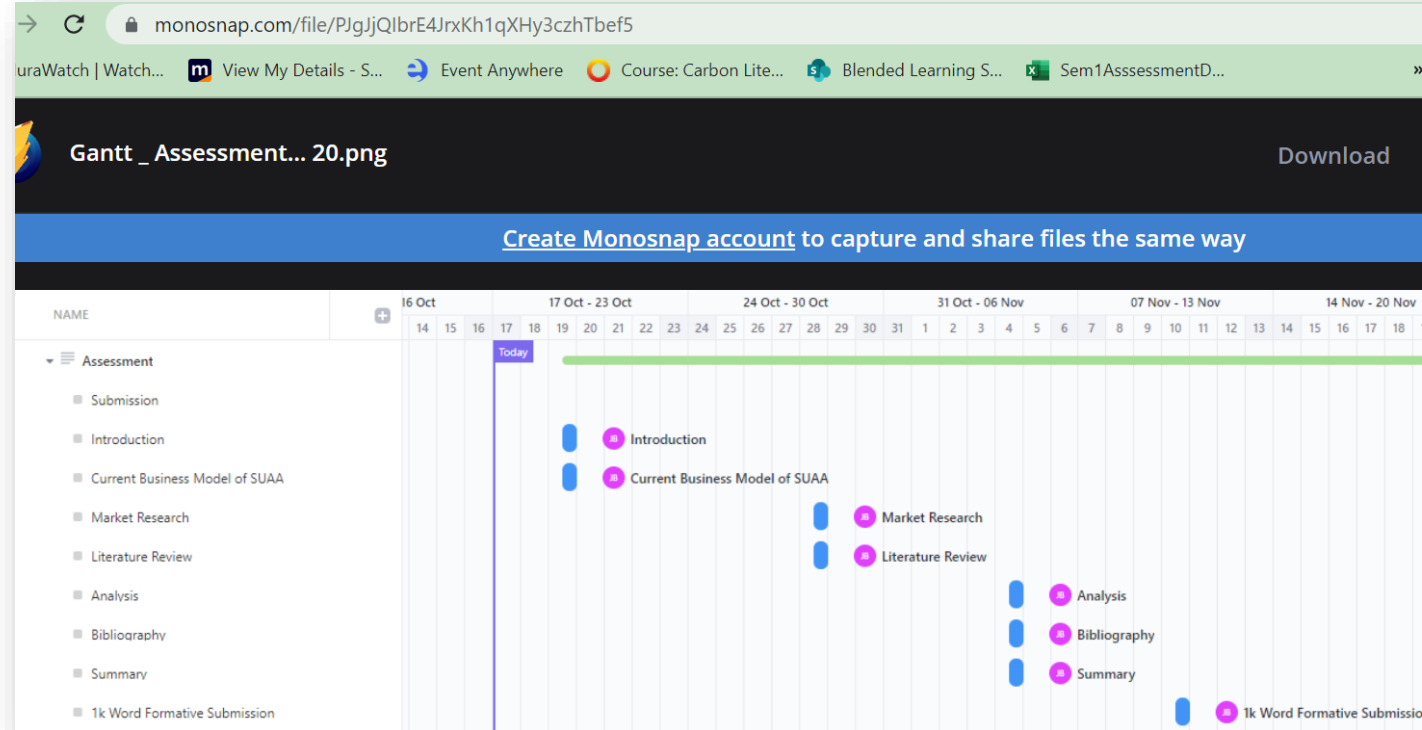
<https://www.gv.com/sprint/>

<https://designsprintkit.withgoogle.com/>

RESEARCH: GANTT CHART

SEE THE MARKET RESEARCH SOCIETY:

[HTTPS://WWW.MRS.ORG.UK/](https://www.mrs.org.uk/)



1 MINUTE ESSAY:

ACTIVITY: BREVITY IS THE SOUL OF WIT
WHAT DOES THIS MEAN?
WHO SAID IT?

One minute writing exercise:

You need to write something you have learned since the last class.

- Share it with someone next to you
- Decide if you want to modify your answer
- Read it (not paraphrase) to the group



WOOCCLAP: TAG CLOUD

www.wooclap.com/YNKJPF

Skills & knowledge to do UX Strategy



A word cloud of UX strategy skills and knowledge. The words are arranged in a staggered, overlapping manner. The colors of the words are: LEADERSHIP (red), REACTIVITY (orange), CREATIVITY (yellow), OBSERVATION (blue), METICULOUS (red), NEGOTIATION (green), LOGICAL THINKING (pink), RESEARCH (green), SKILLS (green), CONSULTANCY (green), BUSINESS (blue), and ANALYSIS (blue).

LEADERSHIP REACTIVITY CREATIVITY
OBSERVATION METICULOUS NEGOTIATION
LOGICAL THINKING RESEARCH SKILLS CONSULTANCY
BUSINESS ANALYSIS

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