Instructor: Alissa Antle

Location: SFU Surrey, Room 3310

Prerequisite: Completion of 63 credits. Recommended: IAT 201 and IAT 235. Students with credit for IAT 332 man not take this course for further credit.

Course Description:
Examines evaluation concepts and methods for designers. Introduces a range of evaluation approaches including informal usability studies, lab experiments, field studies and analytically-based evaluations. Students will explore techniques for feedback including usability tests, observation, interviews, heuristic reviews and discursive evaluations. Underlying concepts of evaluation including scientific experimentation, ethnography, phenomenology and aesthetics will be discussed. Students will learn how to design and implement appropriate evaluation studies for a range of design projects.

Course Objectives
Learning outcomes expected for students include:

- Develop an understanding of the underlying concepts of evaluation and their differences, including scientific observation, ethnography, phenomenology and aesthetics.
- Learn to analyze aspects of evaluation within a design situation including the users, stakeholders, context and outcome.
- Learn a range of evaluation techniques such as observation, interviews, expert reviews, use experience, modeling and critical analysis as they apply to design.
- Learn how to design and implement evaluation studies.
- Demonstrate ability to synthesize appropriate techniques and analysis through a series of case-stories and projects.

Topics:
This course examines evaluation concepts and methods for interaction designers. Evaluation in Interaction Design is challenged by the breadth of issues to be evaluated. And so evaluation spans a range of approaches including the interpretive analysis, empirical studies and scientific analysis. This course will enable students to design appropriate evaluation studies for a range of design situations and use experiences.
The course analyzes the range of evaluation approaches including informal evaluation, usability, field studies, heuristics, critique and discursive evaluation. Students will explore techniques for feedback including observation, interviews, expert reviews, use experience, modeling and critical analysis.

Underlying concepts of evaluation including scientific observation, ethnography, phenomenology and aesthetics will be discussed. Students will learn how to design and implement appropriate evaluation studies for a range of computing environments.

Note: These outlines are drafts and are subject to change.

Evaluation:
Participation: 10%
Group Assignments: 50%
Exam: 40%

Text, Resources & Materials:
Required Text:
"Handbook of Usability Testing: How to Plan, Design & Conduct Effective Tests" (1994) by Jeffrey Rubin; Wiley; ISBN 9780471594031

Recommended Text:
"Doing Psychology Experiments" (2007) by David Martin; 7th Edition; Nelson; ISBN 9780495115779

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