


5.00 credits

30.0 h

Q1

Teacher(s)	Kieffer Suzanne ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	<ul style="list-style-type: none"> · Foundations and definitions of the user experience · User experience measures · User experience evaluation methods · Planning, data analysis and presentation of results · Integration of the user experience evaluation process into the development of interactive systems
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <ol style="list-style-type: none"> 1. List and define the conceptual elements and metrics of the user experience ; 2. Distinguish user experience evaluation methods in terms of purpose (goal), objectives (means to reach goal), type of collected data, and deliverables ; 3. Compare several methods, select the most efficient, argue the choice ; 4. Plan and conduct the evaluation of an interactive system and propose solutions improving the user experience with this system.
Evaluation methods	<p>Assessment is based on continuous evaluation, with no examination in session.</p> <ul style="list-style-type: none"> • Regardless of cohort size, the weighting is set at 50% individual work (tests, data collection) and 50% group work (peer instruction, role-playing, data analysis, reporting). • In the September session, an individual assignment tailored to the activities that were failed must be submitted on the first day of the session. <p>The use of artificial intelligence (AI) tools must comply with the guidelines established by the ESPO faculty. Their use is authorized as support for writing (e.g., text improvement, translation) and for information retrieval. The instructor supervises other permitted uses in submitted work (e.g., idea exploration, brainstorming, generation of images or text).</p>
Teaching methods	<p>The course is organized in a hybrid format.</p> <ul style="list-style-type: none"> • Moodle/Teams articulation: Moodle is the reference platform. All resources, official instructions, and assessments are centralized there. Teams complements this setup as a space for quick reminders, questions, and real-time communication. Documents and instructions are never duplicated on Teams. • Flipped classroom: At the beginning of the semester, students work independently on interactive H5P exercises on Moodle, complemented by a one-pager. The sessions (on campus or via Teams) are dedicated to Q&A and consolidation activities (peer instruction, role-playing). • Project: From the middle of the semester onwards, the course focuses on the project, which includes both an individual administration of a questionnaire and a collective analysis of the corpus.
Content	Foundations and definitions of the user experience User experience measures User experience evaluation methods Planning, data analysis and presentation of results Integration of the user experience evaluation process into the development of interactive systems
Inline resources	Moodle: description of the learning setup, H5P exercises, slides, bibliographic resources, instructions/assessment rubrics, tests, assignments, workshops with peer evaluation Web links: explanatory videos, websites, online software

<p>Bibliography</p>	<p>Javier A. Bargas-Avila and Kasper Hornbæk. 2011. Old wine in new bottles or novel challenges: a critical analysis of empirical studies of user experience. In <i>Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '11)</i>. ACM, New York, NY, USA, 2011, 2689-2698. DOI=http://doi.org/10.1145/1978942.1979336</p> <p>Tiago Silva da Silva, Milene Selbach Silveira, and Frank Maurer. 2015. Usability evaluation practices within agile development. In <i>Proceedings of the 48th Hawaii International Conference on System Sciences (HICSS-48)</i>. IEEE, HI, 2015, 5133-5142. DOI=http://doi.org/10.1109/HICSS.2015.607</p> <p>Andrei Garcia, Tiago Silva da Silva, and Milene Selbach Silveira. 2017. Artifacts for Agile User-Centered Design: A Systematic Mapping. In <i>Proceedings of the 50th Hawaii International Conference on System Sciences (HICSS-50)</i>. IEEE, HI, 2017, 10 pages. DOI=http://doi.org/10.24251/HICSS.2017.706</p> <p>Margherita Grandi, Fabio Peruzzini, and Marcello Pellicciari. 2017. A reference model to analyse user experience in integrated product-process design. In <i>Transdisciplinary Engineering: A Paradigm Shift: Proceedings of the 24th ISPE Inc. International Conference on Transdisciplinary Engineering</i>, Vol. 5, 243-250, July 2017. IOS Press. DOI=http://doi.org/10.3233/978-1-61499-779-5-243</p> <p>Carine Lallemand, Guillaume Gronier, and Vincent Koenig. 2015. User experience: A concept without consensus? Exploring practitioners' perspectives through an international survey. <i>Computers in Human Behavior</i> 43 (2015): 35-48.</p> <p>Effie L-C. Law, Arnold P. O. S. Vermeeren, Marc Hassenzahl, and Mark Blythe (Eds.). 2007. Towards a UX Manifesto COST294-MAUSE affiliated workshop. In <i>Proceedings of the 21st British HCI Group Annual Conference on People and Computers: HCI...but not as we know it - Volume 2 (BCS-HCI '07)</i>, Vol. 2. BCS Learning & Development Ltd., Swindon, UK, 205-206.</p> <p>Effie L-C. Law, Nigel Bevan, Georgios Christou, Mark Springett and Marta Lárusdóttir (Eds). 2008. <i>Proceedings of the International Workshop on Meaningful Measures: Valid Useful User Experience Measurement (VUUM)</i>. COST294-MAUSE.</p> <p>Effie Lai-Chong Law, Virpi Roto, Marc Hassenzahl, Arnold P.O.S. Vermeeren, and Joke Kort. 2009. Understanding, scoping and defining user experience: a survey approach. In <i>Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI '09)</i>. ACM, New York, NY, USA, 719-728. DOI: https://doi.org/10.1145/1518701.1518813</p> <p>Thomas Tullis and William Albert. 2013. <i>Measuring the User Experience, Second Edition: Collecting, Analyzing, and Presenting Usability Metrics</i> (2nd ed.). Morgan Kaufmann Publishers Inc., San Francisco, CA, USA.</p> <p>Arnold P. O. S. Vermeeren, Effie Lai-Chong Law, Virpi Roto, Marianna Obrist, Jettie Hoonhout, and Kaisa Väänänen-Vainio-Mattila. 2010. User experience evaluation methods: current state and development needs. In <i>Proceedings of the 6th Nordic Conference on Human-Computer Interaction: Extending Boundaries (NordiCHI '10)</i>. ACM, New York, NY, USA, 521-530. DOI=http://doi.acm.org/10.1145/1868914.1868973</p>
<p>Other infos</p>	<p>All relevant information regarding these modalities and the progress of the activities (calendar, detailed instructions, evaluation criteria, etc.) are presented during the first course and are available on Moodle.</p> <p>Some resources (e.g. bibliographic resources, slides, explanatory videos) are in English.</p> <p>In the case of late arrival to the course: up to three weeks late (arrival in week 4), it is possible to catch up independently by following the Moodle resources and instructions step by step. Beyond this point, it is essential to meet with the instructor to assess the feasibility of catching up.</p>
<p>Faculty or entity in charge</p>	<p>COMU</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Communication	CORP2M	5		
Master [120] in Information and Communication Science and Technology	STIC2M	5		