

Welcome to I214

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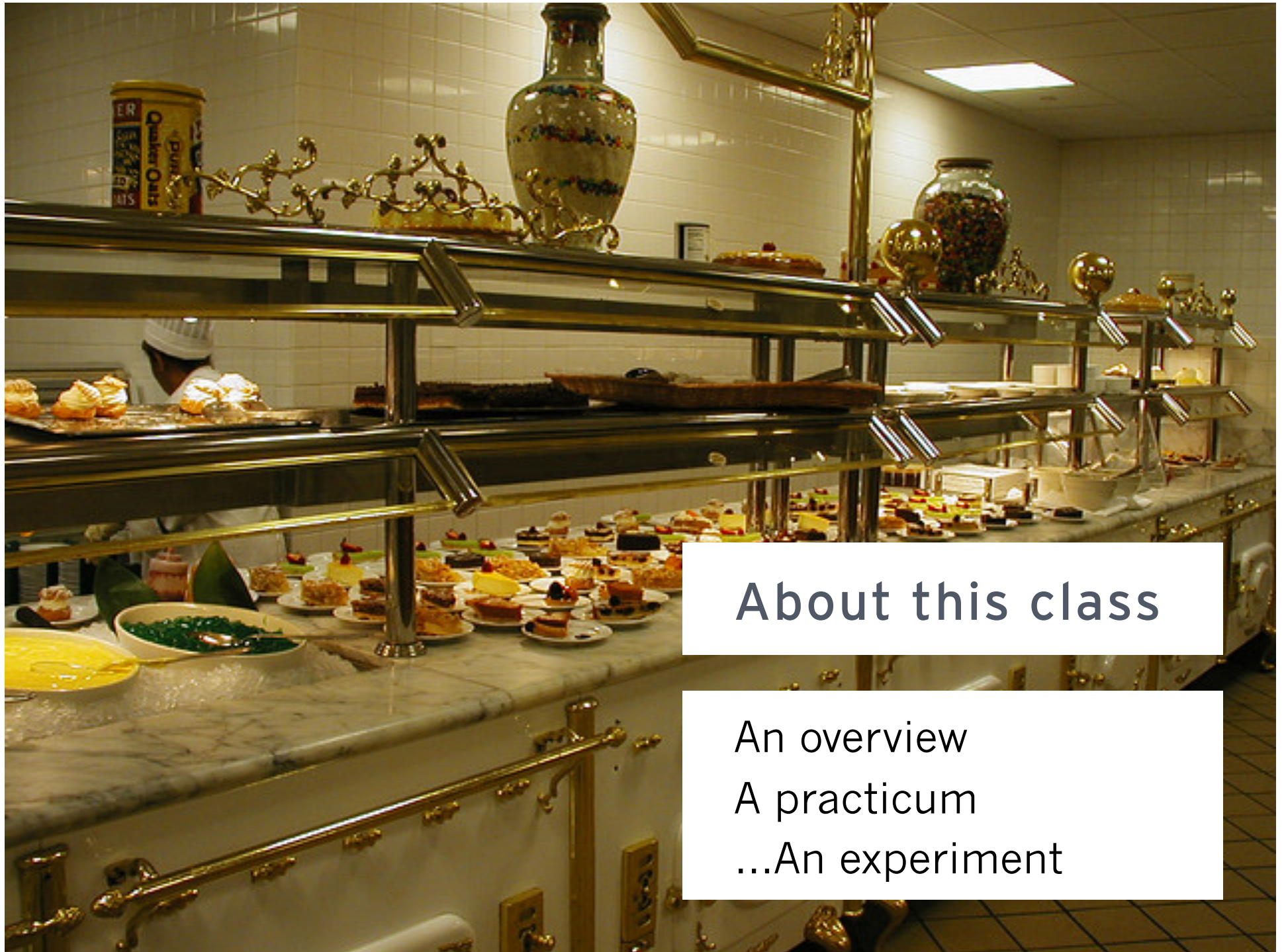
Please fill out this survey

<http://tinyurl.com/214survey>

What's user experience research?

Any investigation into the lives of *any* humans who may be affected by a design proposal

A systematic way to question one's assumptions about the objects of a design project



About this class

An overview

A practicum

...An experiment

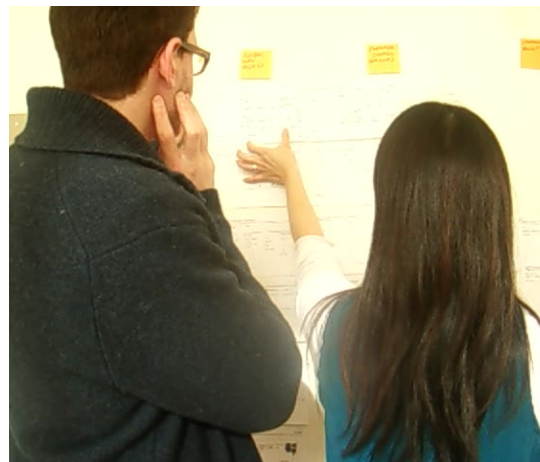
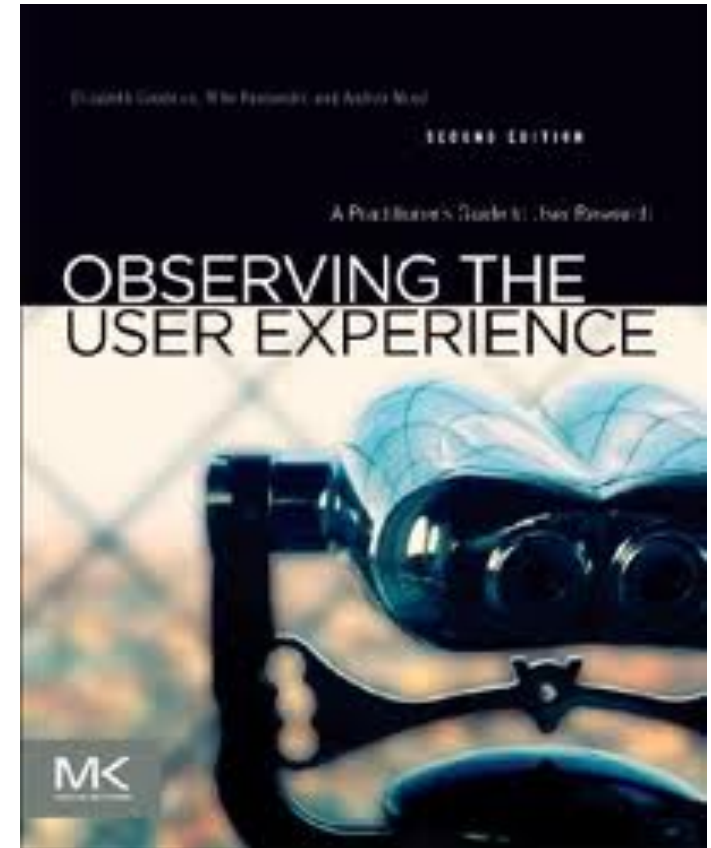
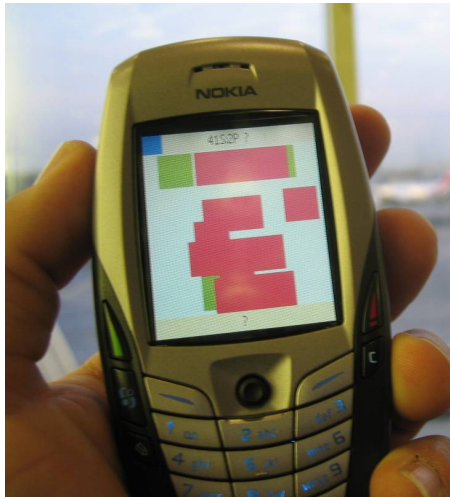
What we'll work on

Critical thinking and analysis

Doing user research

Managing user research projects

About me





Flickr photo by Fanboy30

The case of LEGO

Ultimate Lego Experience!

This thing is worth every penny and every Lego fan should get to experience a kit like this.

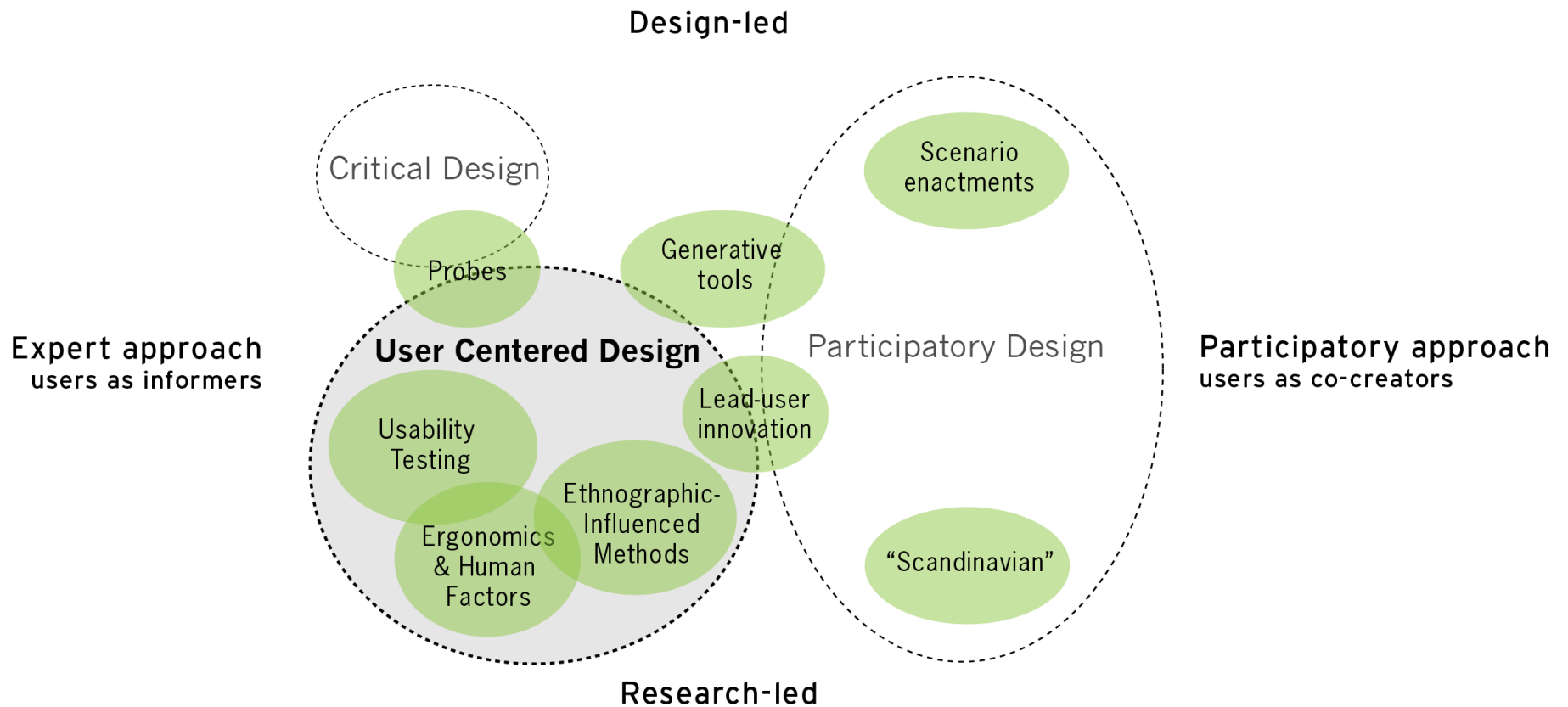
From imaginative build techniques... solid build... and the theme tie-ins are mind boggling in how many they fit in there! The kit is just OVERFLOWING with action elements. Even after studying the box time and time again, I was still surprised with the stuff they put in there. Even non-Lego fans see it and are WoW'd

The worst part.. this kit probably spoiled me for every future Lego build :) This thing is worth it 3x over. I took my time building and shared the build with one of my daughters.. was about 18hrs or so of building.

I would recommend this to a friend!

Flynnibus, October 9, 2012

A landscape of user research



User research in professional practice

Who does it?

Research specialist(s)
on a design team

A specialized research
group inside a company

Consultant hired on a
project-by-project basis

Designers who appreciate
user research

What is it called?

Usability

Human factors

User experience research

“Voice of the customer”

Design research

Ethnography

User research

The plan for the semester

- (1) Basic methods and supporting exercises
- (2) Midterm: pick a project and make a plan
- (3) Supplemental methods while you work on...
- (4) The final report and presentation of your project

What we'll cover

- Approaches
 - User centered design
- Methods
 - ...let's go to the [website](#)

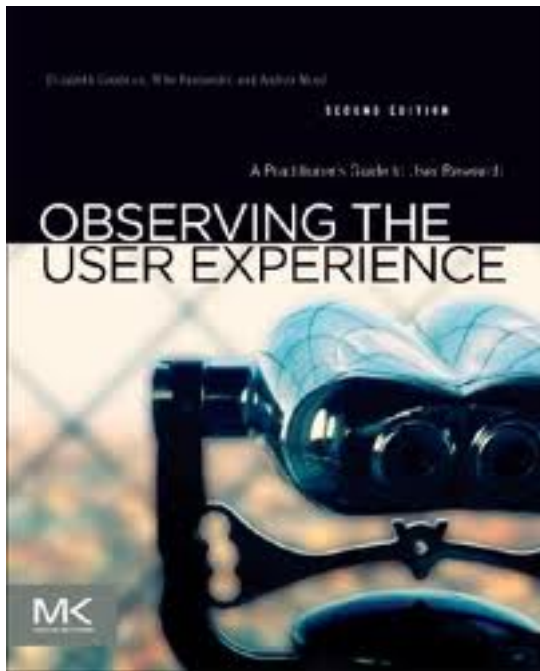
What we **won't** cover

Approaches/methods

- Participatory design
- Critical design
- Quantitative measurement

The textbook(s)

Required



Get the second edition!

Optional but very useful

Goodwin, Kim. *Designing for the Digital Age: How to Create Human-Centered Products and Services*

Brown, Dan. *Communicating Design: Developing Web Site Documentation for Design and Planning (2nd Edition)*

Rubin, Jeffrey and Chisnell, Dana. *Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests*

Grading, attendance, and other policies

Grading

- Assignments: about 40%
- Midterm: about 20%
- Final: about 30%
- Participation: about 10%

Participation = consistent attendance, speaking in class, coming to office hours, and/or emailing me

Office hours (start next week)

- Tuesdays, 2 – 3pm, SH 307A Email first, please!
- Or email me for an appointment

For next class

Three readings, each from a different era of “user studies”

Please fill out that survey!

Any questions?

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Oh, and – here's the link to the survey

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