

UX can seem nebulous and hard to assess for quality, when compared to other software functionality. Stakeholders may simply ask “Do they like it?”. However there are well established methods and measures for UX quality. A disciplined approach to what to measure, how, when and with who is the topic of this course.

What to measure: Identifying top tasks, Common metrics, Task completion metrics, Performance metrics, Qualitative and quantitative metrics, Biometrics.

When to measure: Before development, During development, Pre launch, Post Launch, Common problems and solutions to effective timing.

How to measure: overview of approaches, usability labs, automated measurement, remote testing, field testing.

With Who to measure: understanding user samples, identifying valid participants, techniques for finding participants.

Taking Action: communicating findings, presenting usability issues, strategies for resolution.

TEXT BOOKS / REFERENCES:

1. Albert W. and Tullis T., “Measuring the User Experience: Collecting, Analyzing, Presenting Usability Metrics”, Morgan Kaufmann, 2013.
2. Krug S., “Don’t Make Me Think”, New Riders, 2005.
3. Norman D, “The Design of Everyday Things”, Basic Books, 2013.
4. Gothelf J. Lean, “UX: Applying Lean Principles to Improve User Experience”, O’Reilly Media, 2013