

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <input checked="" type="checkbox"/>	Contact Name: Kathryn Summers
Phone: 410-837-6202	

DEPARTMENT / DIVISION: School of Information Arts and Technologies

SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected):

Add new course IDIA 842 Methods for User Research as a core requirement for the DCD program, in place of the current requirement of Information Resources Management in Public Administration (PUAD 626) or New Venture Creation (MGMT 764)

PROPOSED SEMESTER OF IMPLEMENTATION: Fall Spring Year: 2007

Box 1: TYPE OF ACTION ADD(NEW) DEACTIVATE MODIFY OTHER

Box 2: LEVEL OF ACTION Non-Credit Undergraduate Graduate OTHER

Box 3: ACTION ITEM (check appropriate boxes)	DOCUMENTS REQUIRED (see box 4 below)	IMPACT REVIEWS (see box 5 on back)	APPROVAL SEQUENCE (see box 6 on back)
1. Experimental Course ¹	NOP	a, c, e	AC
2. Course Title	NO	c, e	ABCD
3. Course Credits	NO	c, e	ABCD
4. Course Number	NO	c, e	ABCD
5. Course Level	NO	c, e	ABCD
6. Pre & Co-Requisite	NO	c, e	ABCD
7. Course Description	NOP	b, c, e	ABCD
<input checked="" type="checkbox"/> 8. New Course	NOP	a, b, c, e	ABCD (+EF for ug only)
9. Deactivate a Course	NOQ	e	ABCDEF
<input checked="" type="checkbox"/> 10. Program Requirements	NO	b, c, d, e	ABCDEF
11a. UG Specialization (24 credits or less)	NO	a, b, c, d, e	ABCDEF
11b. Masters Specialization (12 credits or less)	NO	a, b, c, d, e	ABCDEF
11c. Doctoral Specialization (18 credits or less)	NO	a, b, e	ABCDEF
12. Closed Site Program	NOT	e	ABCDHIK
13. Program Suspension ⁹	NOQ	a, e	ABCDEGIK
14a. Certificate Program (ug/g) exclusively within existing degree program	NO	a, c, e	ABCDEFHIK
14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	NOSR, 6	a, c, e	ABCDEFHJL
15. Off-Campus Delivery of Existing Program	NO, 4	a, b, c, e	ABCDEFHIL
16a. UG Concentration (exceeds 24 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
17. Program Title Change	NO, 5	a, c, d, e	ABCDEFHJL
18. Program Termination	NO, 10	d, e	ABCDEFHJL
19. New Degree Program	NORS, 3,8	a, c, d, e	ABCDEFHJL
20. Other	Varies	a, c, d, e	Varies

Box 4: DOCUMENTATION (check boxes of documents included)			
<input checked="" type="checkbox"/> N. This Cover Sheet	<input type="checkbox"/>	<input type="checkbox"/> Q. Full Description/Rationale	<input type="checkbox"/> T. Contract
<input checked="" type="checkbox"/> O. Summary Proposal	<input type="checkbox"/>	<input type="checkbox"/> R. Full 5-page MHEC Proposal	<input type="checkbox"/> U. Other
<input checked="" type="checkbox"/> P. Syllabus	<input type="checkbox"/>	<input type="checkbox"/> S. Financial Tables (MHEC)	<input type="checkbox"/>

- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.
- One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
- One-page letter with description and rationale (MHEC requirement)
- One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
- Learning objectives, assessment strategies; fit with UB strategic plan
- Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
- Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)

SCHOOL: LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <input checked="" type="checkbox"/>
SHORT DESCRIPTION OF PROPOSAL (state name of action item 1-20 and course name, code & number / program affected):

10. Provide:
- evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution;
 - proposed date after which no new students will be admitted into the program;
 - accommodation of currently enrolled students in the realization of their degree objectives;
 - treatment of all tenured and non-tenured faculty and other staff in the affected program;
 - reallocation of funds from the budget of the affected program; and
 - existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. University Council *review* (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

Box 5: IMPACT REVIEW	SIGNATURES (see procedures for authorized signers)	DATE
a. Library <i>S.L.</i> <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee: <i>Stephen LaBash</i>	<i>10/13/06</i>
b. OTS <i>D.B.</i> <input checked="" type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee: <i>[Signature]</i>	<i>10/16/06</i>
c. University Relations <input checked="" type="checkbox"/> No impact <input checked="" type="checkbox"/> Impact statement attached	Director or designee: <i>[Signature]</i>	<i>10.17.06</i>
d. Admissions <i>Same as noted above</i> <input type="checkbox"/> No impact <input checked="" type="checkbox"/> Impact statement attached	Director or designee: <i>Joan J. Anson</i>	<i>10.18.06</i>
e. Records <input checked="" type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee: <i>[Signature]</i>	<i>10/18/06</i>

Box 6: APPROVAL SEQUENCE	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: <i>Nancy [Signature]</i>	<i>10/12/06</i>
B. Final faculty review body within each School	Chair: <i>Margaret J. Potthast</i>	<i>11/14/06</i>
C. College Dean	Dean: <i>[Signature]</i>	<i>11/20/06</i>
D. Provost and Senior Vice President for Academic Affairs	Provost: <i>[Signature]</i>	<i>11/27/06</i>
E. Curriculum Review Committee (UFS subcommittee)	Chair: <i>Michelle Gilligan</i>	<i>12/4/06</i>
F. University Faculty Senate (UFS option)	Chair:	
G. University Council (see # 11 above)	Chair:	
H. President	President:	
I. Board of Regents – notification only		
J. Board of Regents – approval		
K. MHEC – notification only		
L. MHEC – approval		
M. Middle States Association notification	Required only if the mission of the University is changed by the action	

Impact Statement From the Office of University Relations

These changes could potentially affect the undergraduate and graduate catalogs—which the Office of University Relations currently manages and produces—as well as other recruitment publications that contain this type of specific academic material. The timing of the final approval for these changes will be a determining factor in our ability to incorporate the new information in a timely fashion in any related materials that are on our production schedule.

DOCUMENT O: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures for Instructions

SCHOOL: LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <input checked="" type="checkbox"/>	Contact Name: Kathryn Summers	Phone:
410-837-6202		
DEPARTMENT / DIVISION: School of Information Arts and Technologies		
SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name & number or program affected):		
8, 10: Add new course IDIA 842 Methods for User Research as a core requirement for the DCD program, in place of the current requirement of Information Resources Management in Public Administration (PUAD 626) or New Venture Creation (MGMT 764)		
PROPOSED SEMESTER OF IMPLEMENTATION: Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2007		

O-1: Briefly describe what is being requested:

The current DCD core requirement of Information Resources Management in Public Administration (PUAD 626) or New Venture Creation (MGMT 764) will be replaced by a new course, IDIA 842 Methods for User Research.

The courses from the old requirement will become electives for fulfilling the 9 credits required of all DCD students under the "area of focus" category.

For new courses or changes in existing courses (needed by Registrar)

OLD Title:	Course # / HEGIS Code:	Credits:
NEW Title: Methods for User Research	Course # / HEGIS Code: IDIA 842	Credits: 3

O-2: Set forth the rationale for the proposal:

This change is important because most doctoral projects in Communications Design involve designing a practical application or component for actual use. In order to support the DCD program's focus on user-centered design, we require such applications and practical components to be founded on empirical user research and to undergo empirical user testing. The proposed course will enable students to perform such empirical research effectively.

Document P: Required Format for Course Definition Document

Issued by: Wim Wiewel, Provost and Senior Vice President for Academic Affairs
Effective Date: September 14, 2006
Reviewed by: University Faculty Senate

Include in your course definition items one through 15 using as much space as needed.

1. Date Prepared: **October 18, 2006**
2. Prepared by: **Kathryn Summers**
3. Department: **School of Information Arts and Technologies**
4. Course Number(s), including HEGIS code(s): **IDIA 842**
5. Course Title: **Methods for User Research**
6. Credit Hours: **3**
7. Catalog Description:
Introduces empirical user research methods such as contextual inquiry, ethnographic field studies, card sorting, image collaging, and usability testing that provide the foundation for user-centered interaction and communication design.
8. Prerequisites: **n/a**
9. Faculty qualified to teach course: **Kathryn Summers**
10. Course Type / Component: **Lecture**
11. Suggested approximate class size: **18**
12. Content Outline:
 - week 1 introduction to user research and interviewing
2/2 In-class: divide into groups, talk about sample screener and informed consent
 - week 2 Topic: Begin field research (do one interview)
2/9 Readings: HR (Hackos & Redish) ch 2,3,4,7
 - week 3 Topic: Processing information, capturing data
2/16 Readings: HR ch 8,9,10, 11
Due: draft results from one interview (user profile, matrix entries, task flows)
 - week 4 Topic: Image collaging
2/23 Readings: Zaltman (handout)

- Due: Summary of paper prototype results
- week 5 Topic: Image collaging (in class)
 3/2 Readings: none
 Due: bring two test users per group for image collaging
- week 6 Topic: Paper prototype testing
 3/9 Readings: Snyder 4, 5, 6, 7
 Due: User profiles, matrix, task flows for all interviews
- week 7 Topic: Conduct Paper Prototype testing
 3/16 Readings: Snyder 8, 9, 10, 11
- week 9 spring break
 3/23
- week 9 Topic: Conducting a Usability Test
 3/30 Readings: D 1-5, S 6
- Due: Image collaging report
- week 10 Topic: Analyzing and Reporting Results
 4/6 Readings: D 6-10, S 8, 11
 Due: test script, recruit four test participants per group
- week 11 Topic: Meet in lab
 4/13 Readings: D 10, S 11
 Due: first round of testing
- week 12 No class
 4/20 Finish testing, schedule group conference with draft of report, draft of highlights video
- week 13 Topic: Making the business case for user research and usability testing
 4/27 Readings: HR ch 5)
- week 14 Topic: work on usability testing presentations
 5/4
- final exam Topic: Usability Testing Presentations (3 hrs)
 5/11 Due: Final report, highlights video, powerpoint

13. Learning Goals:

The goal of this course is to learn how to support good interaction design or interface design or application design through effective and focused user research. The course is designed to help students develop practical skills in user research and usability testing by participating in a series of

focused user-research projects. We will also explore the principles and scholarship that underlie research good practice.

Written work will include user profiles, task flows, task scenarios, and documents used in usability testing such as test scripts and questionnaires used to screen test participants. Students will also create a usability test report and highlights video for a "client" and prepare a group presentation of their research results.

14. Assessment Strategies:

Evaluation of written materials including:

Contextual Interview 30%

Image Collaging 20%

Usability test, video, report, presentation 30%

Response papers 20%

15. Suggested Text(s) and Materials (example: textbooks, equipment, software, etc.):

Articles and selected chapters from:

ACM Digital Library

PsychLit

Eye Tracking Methodology: Theory and Practice, Andrew T. Duchowski and A. T. Duchowski, Springer, 2006.

User and Task Analysis, JoAnn Hackos and Janice Redish, Wiley, 1998.

How Customers Think: Essential Insights into the Mind of the Market, Gerald Zaltman, Harvard Business School, 2003

Paper Prototyping, Carolyn Snyder, Morgan Kaufmann, 2003