CS-E4900 User-Centered Methods for Product and Service Design

9.9.2024 10:15 – 12:00

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Things You Will Learn Today

- You will learn the essay grading criteria

- You will receive an overview of the reading materials

- You will learn what needs to get done for BYOE

Essay Assignment

- Criteria
- Materials
- BYOE

Essay Criteria

Referencing (0-2 points)

- 0p: Very poor referencing or no references used at all. Referencing style is erratic.

- 1p: Referencing used almost right, but there are unclear references, poor list of references, or several sentences whose source is unclear.

- 2p: Referencing used properly; easy to see which parts are from the materials and which ones are the writer's own ideas.

Commandments:
1. Thou shalt not copy&paste text from a source and just put a reference after it!

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Essay Criteria (2/5)

Coverage of material (0-4 points) (materials include 9 given articles and 1 searched new article)

- 0p: 3 or more of the given materials are not included in the essay, or the essay does not include any new material in addition to the given one.

- 1p: Essay does not discuss 1-2 of the given materials, or all the materials are referred in the essay, but they are just mechanically listed/summarized without proper discussion or conclusions.

- 2p: All materials are discussed in the essay, and about half of the given materials (at most 4 are covered insufficiently) are explained and discussed in an appropriate detail.

- 3p: All materials are discussed in the essay, and most of the given materials (at most 2 are covered insufficiently) are explained and discussed in an appropriate detail.

- 4p: All materials are explained and discussed in an appropriate detail.

Commandments:
2. Thou shalt reflect to all thy given materials +1 in a meaningful manner!

Essay Criteria (3/5)
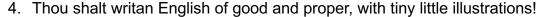
Structure of the essay (0-2 points)

- 0p: There is no understandable structure that the reader could follow.

- 1p: The essay goes through the materials one by one without synthesis or clear conclusions.

- 2p: The essay has a clear structure that supports the topic and synthesises the materials to reach conclusions.

Commandments:
3. Thou shalt not merely concatenate summaries of thy materials!

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Essay Criteria (4/5)

Language and presentation (0-3 points)

- 0p: The essay is hard to read, including disruptively many spelling errors. The text consists mostly of lists instead of sentences. The language is too complicated making the essay difficult to understand. The essay does not include any visualizations (figures, tables or charts).

- 1p: The text includes minor spelling errors, but is mostly finalized and easy to understand. Essay contains figures, tables or charts that do not support the text.

- 2p: The essay is easy and fluent to read. The presentation includes figures, tables or charts that support or summarize the text.

- 3p: The essay is easy and fluent to read, and uses professional language. The essay uses different presentation methods variously to support the text and to summarize key findings.

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Commandments:
4. Thou shalt writan English of good and proper, with tiny little illustrations!
6. Thou shalt not useth unnatural intelligences to writan on thy behalf

Essay Criteria (5/5)

Content (0-5 points)

- 0p: There are substantial misunderstandings or errors in the essay.

- 1p: Presentation of the materials includes some misunderstandings and errors, but is mostly correct. There are no real conclusions or they are irrelevant or trivial.

- 2p: In between: better than 1p, but does not fully meet the requirements of 3p

- 3p: The essay presents the materials in a clear and understandable way, but does not include writer's own experiences or thoughts. The conclusions are quite brief, but they have been drawn appropriately from the material.

- 4p: In between: better than 3p, but does not fully meet the requirements of 5p

- 5p: The essay combines the cited works consistently and clearly, and reflects them to writer's own experiences or thoughts. Conclusions are clear and well elaborated. Also the materials have been assessed critically.

Commandments:
5. Thou shalt writan of trueth and clarity of mind, thy thread shalt be red!

6. Thou shalt not be named in thy writ!

Questions on Criteria?

- Referencing (0-2 points)

- Coverage of material (0-4 points) (materials include 9 given articles and 1 searched new article)

- Structure of the essay (0-2 points)

- Language and presentation (0-3 points)

- Content (0-5 points)

- It is a prerequisite for the course, if you do not submit an essay you will not participate in the remainder of the course

- If your essay receives a grade of an 8 or lower, you will not participate in the remainder of the course

Materials

- See:
  MyCourses/cs-e4900/Essay/Reading Materials

1. ISO - International Organization for Standardization. (2019). ISO 9241-210 Ihmisen ja järjestelmän vuorovaikutuksen ergonomia. Osa 210: Vuorovaikutteisten järjestelmien käyttäjäkeskeinen suunnittelu. Ergonomics of human-system interaction -- Part 210: **Human-centred design for interactive systems**.

2. Roto, Virpi, Jung-Joo Lee, Effie Lai-Chong Law, and John Zimmerman. (2021). **The Overlaps and Boundaries Between Service Design and User Experience Design**. In Designing Interactive Systems Conference 2021, 1915–26. New York, NY, USA: Association for Computing Machinery.

3. Boynton, P. M., & Greenhalgh, T. (2004). **Selecting, designing, and developing your questionnaire**. BMJ: British Medical Journal, 328(7451), 1312–1315.

4. DiCicco-Bloom, B., & Crabtree, B. F. (2006). **The qualitative research interview**. Medical Education, 40(4), 314–321.

5. Gaver, B., Dunne, T., & Pacenti, E. (1999). **Cultural Probes**. Interactions, 6(1), 21–29.

6. Holtzblatt, K., & Beyer, H. (1993). **Making Customer-centered Design Work for Teams**. Commun. ACM, 36(10), 92–103.

7. Millen, D. R. (2000). **Rapid Ethnography: Time Deepening Strategies for HCI Field Research**. In Proceedings of the 3rd Conference on Designing Interactive Systems: Processes, Practices, Methods, and Techniques (pp. 280–286). New York, NY, USA: ACM.

8. Pruitt, J., & Grudin, J. (2003). **Personas: Practice and Theory**. In Proceedings of the 2003 Conference on Designing for User Experiences (pp. 1–15). New York, NY, USA: ACM.

9. Wilson, C. E. (2006). **Triangulation: The Explicit Use of Multiple Methods, Measures, and Approaches for Determining Core Issues in Product Development**. Interactions, 13(6), 46–ff.

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Essay Template

- Taylor&Francis HCI Commentary template

- See MyCourses/cs-e4900/Essay/Reading Material for
  - Example commentary by McCarthy and Wright
  - Word template

BYOE

- Submit your first draft on MyCourses: **by Sunday, September 22, 23:59**
  - Essay draft formatted according to the template with a minimum of 5 pages (for .5p), 8 pages minimum for the total 1.0p (including cover and references)
- Placed into groups where you will read and review 2 others' drafts
- Discuss your comments and feedback in detail
- Document your comments and feedback as a short yet constructive and well-contextualized reply in the group's forum on MyCourses
- Written feedback must be done **by Monday, September 23 23:59**
- These forums will be accessible until Wednesday, September 25 23:59
- Even if your essay is not quite 80% done or you do not have an essay draft at all, you can still score 0.25-1.0 points by reviewing your peers' drafts. Thus, it is highly recommended that you attend the workshop!

Next Week(s)

- Write your essay (draft, minimum of 8 pages for full points)

- Submit your first draft on MyCourses: **by Sunday, September 22, 23:59**

- Essay DL Friday Sept 27 23:59
    - Submit your **ANONYMOUS** essay to MyCourses/cs-e4900/Essay/Peer Review **and** MyCourses/cs-e4900/Essay/Turnitin
    - It is a **prerequisite for the course**, if you do not submit an essay, you will not participate in the remainder of the course

- No lecture next week on 16.9.2024

Preferences and Telegram

- Group work preference poll on MyCourses
  - Please fill out as soon as it is published, we will be using your answers to form groups that work well together and minimize scheduling conflicts
- Course Telegram

Did You Learn Today?

- The criteria used for guiding your writing and reviewing?

- What the reading materials are in general?

- What needs to get done for BYOE?

- Questions:

    – Course TG

    – Email CS-E4900@aalto.fi

    – FAQ in MyCourses forum