

HCI 522 - Spring 2016-2017
UX Strategy and Web Analytics
Wednesday 5:45-9:00PM CDM 206

Instructor: Bob Konow

Email: bob.konow@depaul.edu - include [HCI522] in subject line

I will attempt to reply to emails within 24 hours

Office: 55 East Jackson, 17th Floor, Room 1732

Office Hours: Wednesday 4:00PM-5.30PM or by appointment also on Skype

Course Description and Objectives:

- Understand what is the meaning of Business Strategy
- Understand how Business Strategy and UX Strategy are aligned
- Translate business goals into signals and metrics – understand how to collect and analyze these metrics
- Use common analytics platforms such as Google Analytics and Coremetrics to collect and analyze metrics
- Develop an appropriate test plan to validate UX activities
- How to develop a UX Strategy and affiliated KPIs for measurement
- How to present a User Experience Strategy to stakeholders

Optional Reading Material:

UX Strategy by Jamie Levy

<http://proquestcombo.safaribooksonline.com.ezproxy.depaul.edu/book/software-engineering-and-development/user-interface/9781449372972>

Quantifying the User Experience by Jeff Sauro and James R Lewis

<http://proquestcombo.safaribooksonline.com/book/statistics/9780123849687>

Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by Avinash Kaushik

<http://proquestcombo.safaribooksonline.com/book/sales-and-marketing/9782212410914>

Google Analytics by Justin Cotroni

<http://proquestcombo.safaribooksonline.com/book/web-development/seo/9781449394608>

Additional materials will be posted on D2L.

Grading:

94-100 A
90-93 A-
88-89 B+
84-87 B
80-83 B-
78-79 C+
74-77 C
70-73 C-
68-69 D+
64-67 D
60-63 D-
59-0 F

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| Assignments (4) | 40% |
| Project Proposal | 5% |
| Project Deliverables | 40% |
| Individual Contributions/Participation | 15% |

This will be measured by online & class participation

Policies

- All assignments are subject to the University policy on plagiarism, and the grade for the assignments will be at the discretion of the professor.

Assignments

Assignment #1

- Read M. E. Porter, "What is Strategy?", Harvard Business Review, November-December 1996. -hbr.what is strategy.pdf in A1_Papers.zip
- Read R. Beauregard and P. Corriveau, "User Experience Quality: A Conceptual Framework for Goal Setting and Measurement", LNCS 4561, Digital Human Modelling, Springer, 2007, pp 325-332. -Beauregard_UXQuality.pdf in A1_Papers.zip

Write a combined summary of both papers that focuses on the question: "How should a company's business strategy drive the company's UX goals?" (due Wednesday 4/5/17)

This should be at least 2 single spaced pages in length

Everyone, please submit a question or a comment for discussion to the discussion topic. We will use these to seed discussion during next class (due Tuesday 4/4/17 by midnight)

Assignment #2

Develop a HEART/GSM table for a site or application of your choosing.

If you don't want to pick one, please use:

Uniworld River Cruises

<http://uniworld.com>

Choose which of the HEART categories you want to focus on

Develop the signals and the metrics for the categories

<http://www.dtelemetry.com/ux-metrics/#intro>

Write short report that documents your results

Using either real data or reasonable made-up data. Use the ROI calculators at HFI to calculate the ROI of a UX project (you can pick one type of project)

<http://www.humanfactors.com/coolstuff/roi.asp>

- You should document the assumptions you make for your report
- You can assume a 3 year life-cycle for your project
- What are some of the problems you have in calculating the ROI for your project

Please submit a question or a comment for discussion to the discussion topic (ROI) - submit post by midnight on 4/11/17

Assignment #3

Develop a 3-5 page self-running presentation that discusses the concept of the Zero-Moment

You should discuss:

- What is the Zero-Moment(s)?
- Why is it important?
- How you can use the Zero-Moment to increase sales (conversions)

Assume you are presenting to UX colleagues and this is an exercise in persuasion

I will post the zmot-ebook PDF in the content section of the website

Creating a Self-Running presentation:

<https://support.office.com/en-ie/article/Create-a-self-running-presentation-3caf0cef-7cda-40f1-ab7a-f161a1a91d93>

Adding Narration

<https://support.office.com/en-ie/article/Record-and-add-narration-and-timings-to-a-slide-show-3dc85001-efab-4f8a-94bf-afdc5b7c1f0b>

Assignment #4

Take one of the goals from your HEART/GSM model and pick 3-5 of the Google Analytics reports to develop a Dashboard to support your GSM analysis

You can pick another goal if that works better for you.

Your report should discuss:

- The goal you want to measure
- The report elements from Google Analytics you want to include in your dashboard
- Why those elements were chosen

or

Get your Google Analytics Individual Qualification(IQ) Certificate:

<https://support.google.com/partners/answer/6089738?hl=en>

Upload to the D2L dropbox by 5/24/17

Schedule:

| <u>Week/Date</u> | <u>Deliverables Due</u> |
|------------------------|--|
| 1 - March 29th | |
| 2 - April 5th | Assignment #1 - Business Strategy |
| 3 - April 12th | Assignment #2 - Heart GSM |
| 4 - April 19th | Assignment #3 - UX Strategy/Persuasion |
| 5 - April 26th | Project Proposal/Outline Due |
| 6 - May 3rd | |
| 7 - May 10th | Assignment #5 - Dashboard assignment |
| 8 - May 17th | First Draft of Project Due |
| 9 - May 24th | |
| 10 - May 31st | Project Presentations |
| Finals Week - June 7th | Project Submission due by June 7th |