



# Student survey on the relevance of topics in the Human Computer Interaction course

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# Student Surveys after the HCI course

- Why?
  - Student evaluation surveys - objective: continuous improvement.
  - The survey is addressing the importance of topics covered in the course and students reflection on their achieved results.
- Who?
  - Master students, III semester, elective, different study programmes: Control and Electronics, Computing and Informatics, Telecommunications
  - Almost all of them employed
- When?
  - After completing the exam
- How?
  - We have used to ask the questions in a form of a discussion, filling in the paper form (45 out of 75 enrolled)
  - Google forms (22 out of 95 enrolled)

# Student Surveys after the HCI course

- We have noticed students' preferences for some topics 😊 and less enthusiasm for others 😞
- What they prefer? Technology oriented topics, of the shelf solutions - solution domain.
- Interaction principles, user centered design, evaluations - more theoretical and less attractive - problem domain.

# Topics

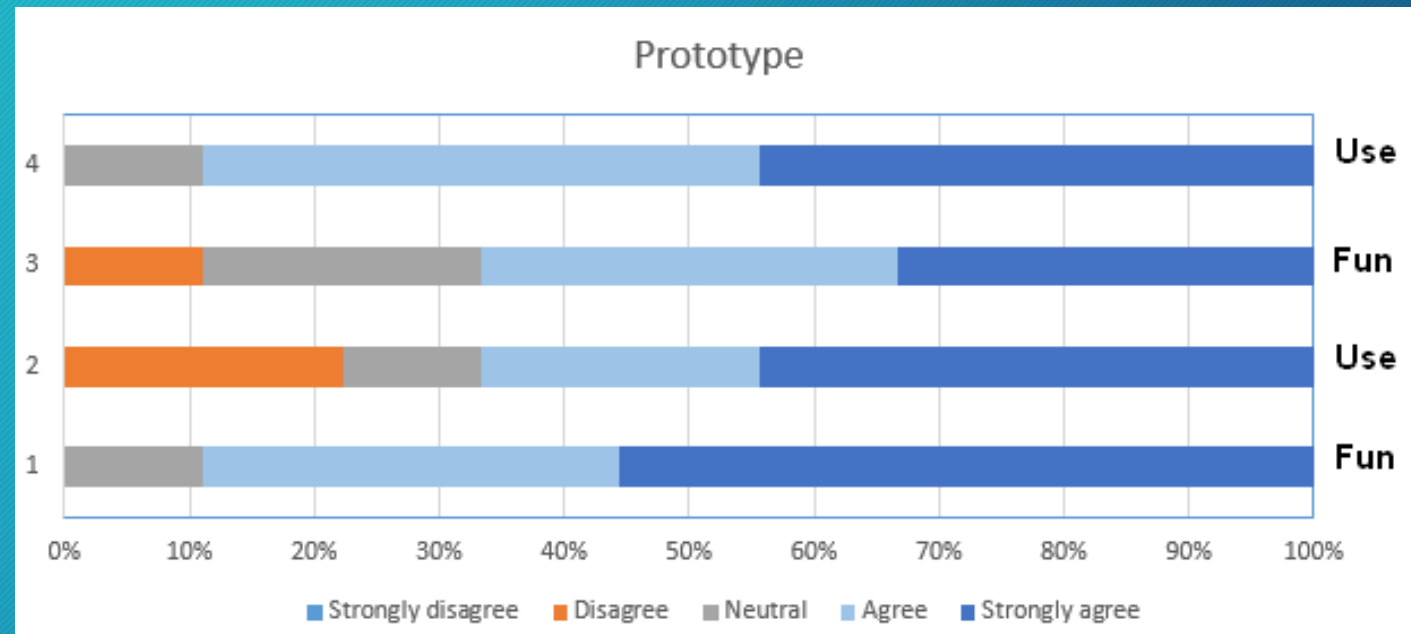
- Cognitive concepts and interaction design principles,
  - User and user needs analysis methods,
  - Task analysis methods (HTA),
  - Prototyping - paper and mockup tools,
  - Interaction design patterns,
  - Visualization,
  - Usability and user experience evaluations.
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- UX -Product Market Fit Matrix.

# Student Surveys after the HCI course

- Development of software:
- Preference on WHAT and HOW instead on WHY
- Linked to their perception of the usefulness of these topics.
- Strange notion: if something is useful - it is not fun
- This year for each topic in our course we have asked to rate:
  - Was it fun?
  - Was it useful?

# Example

- Prototype: paper vs mockup tools
- 1, 2 - Paper prototype
- 3, 4 - Mockup tools



# Most important topic

- Students selection:
  - Interaction Design Patterns (80%),
  - Interaction aimed to error prevention (60%)
  - Iterative development (50%),
  - User involvement (40%),
  - Responsive design (40%), and
  - Minimalism (20%).
- 
- Interesting result is that no one selected Visual design and User help.

# Fun vs Useful

- Fun:

- UX -Product Market Fit Matrix (3.45),
- HTA (3.81),
- Prototyping (3.91)
- Interaction design patterns (3.91)

+ Paper prototype (4.27)



# Fun vs Useful

- Useful:

- Paper prototype (3.82)

- UX -Product Market Fit Matrix (4.09)

- + Interaction design patterns (4.55)









- + Mockup tools (4.45)

Problem and solution issue:

link between domains and knowledge transfer

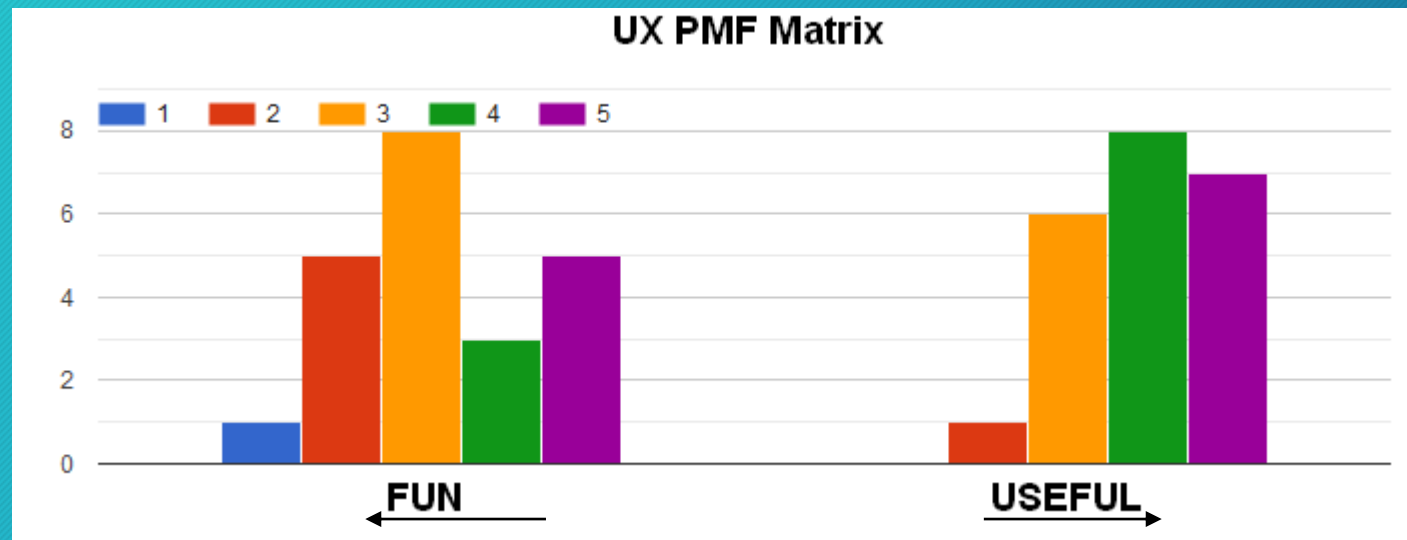
# Domains

- UX -Product Market Fit Matrix
- Product -> Application
- Customer -> User

CUSTOMER SEGMENT:- <b>USER</b>		PRODUCT OR SERVICE:- <b>APPLICATION</b>
<b>Characteristics &amp; jobs to be done</b>  WHO is the typical customer for your product/service and what job(s) he/she is trying to get done?	<>	 <b>Alternatives</b> The approach(es) your customer is currently taking to get their job(s) done, including the tools they are using
<b>Problems &amp; needs</b>  WHY do your customers need to use your product/service in order to get their job(s) done?	<>	 <b>Key features</b> The essential elements that your product or service must have to meet your customers' needs and solve their problem
<del>Channel</del>  HOW do your customers acquire your products/services?	<>	 <del>Value for the channel</del> The value your channel will get by offering and selling your product
<b>User experience</b>  WHAT does your customer do with the product to get real value?	<>	 <b>Key metrics</b> The key things to measure to know if your customer is getting real value. These key metrics will help you to know if you've achieved Product-Market Fit

# UC PMF Matrix

- Moving students' results



# Conclusion

- Creativity?
- There are set of rules and principles and all you need to do is to learn and apply!
- Thank you for your attention!
- Time for questions?