

# E-SATURA IZSTRĀDE

DAĻA NO KURSA: «*INSTRUCTIONAL TECHNOLOGY AND MEDIA FOR E-LEARNING*»



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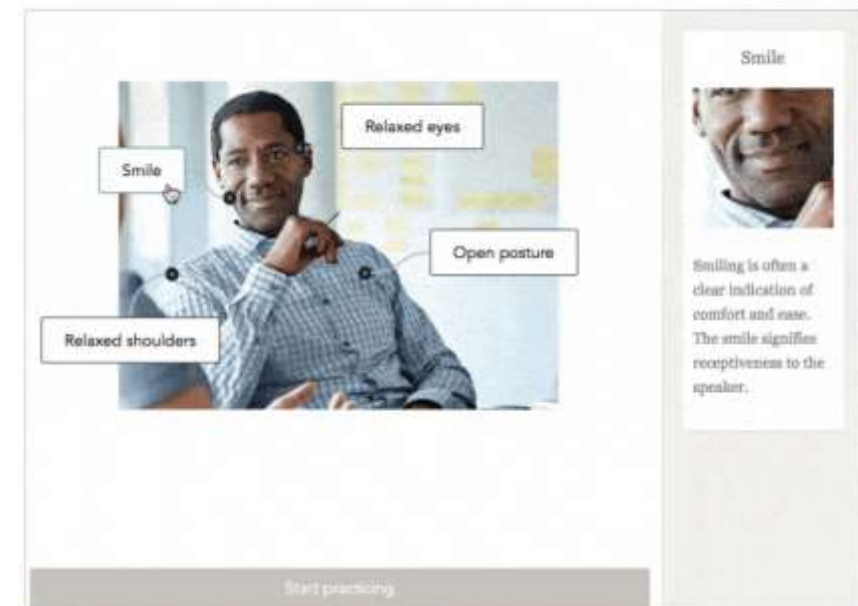
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# VIZUĀLĀS MĀCĪŠANĀS PRIEKŠROCĪBAS

*Grafiskajam dizainam ir būtiska loma e-satura izstrādē*

- **Grafiskais dizains palīdz koncentrēt uzmanību uz galveno (*Focal Point*).**
- **Dizaina elementi spēj radīt saikni starp tēmām.**
- **Grafiskais dizains palīdz orientēties informācijas daudzumā.**
- **Pareizi noformēts materiāls uzlabo lasāmību pat ļoti sarežģītām tēmām.**

## Non-verbal communication



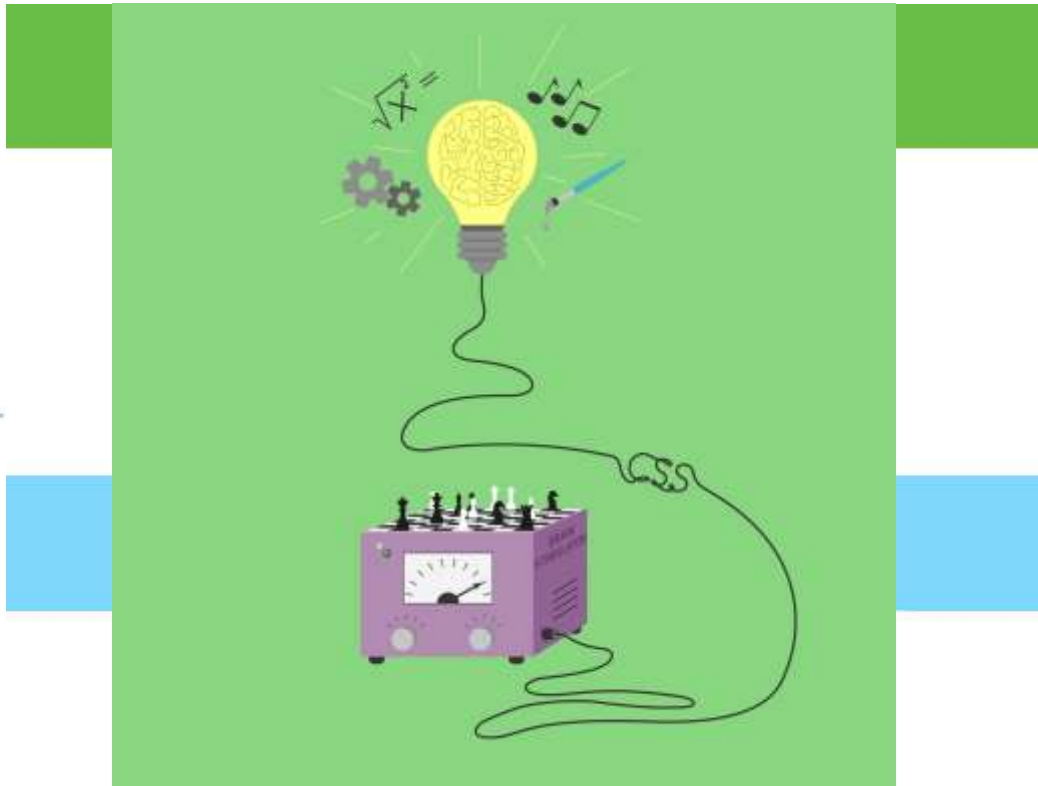
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# DAŽI IETEIKUMI LABAM DIZAINAM



- Pievērs uzmanību - *Focal Point*,
- Resursiem jābūt pamatotiem,
- Dod priekšroku lasāmībai nevis pievilcīgiem fontiem,
- Mēģini radīt līdzsvaru, bet nebaidies no baltā laukuma,
- Sadali garus tekstus sīkākās daļās,
- Harmonija un konsistence,
- Kontrasts palīdz uzturēt uzmanību,
- Viegli saprotams izkārtojums,
- Bet neupurē radošumu.



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# INTERAKTĪVS SATURS

H5P – interaktīva satura veidošanas spraudnis

- BEZMAKSAS!!!
- iespēja veidot interaktīvu saturu un uzdevumus HTML5 formā
- Projekts turpina attīstīties



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# USABILITY IN E-LEARNING



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# Usability

- **Usability is the ease of use and learnability of a human-made object such as a tool or device. In software engineering, usability is the degree to which a software can be used by specified consumers to achieve quantified objectives with effectiveness, efficiency, and satisfaction in a quantified context of use.**



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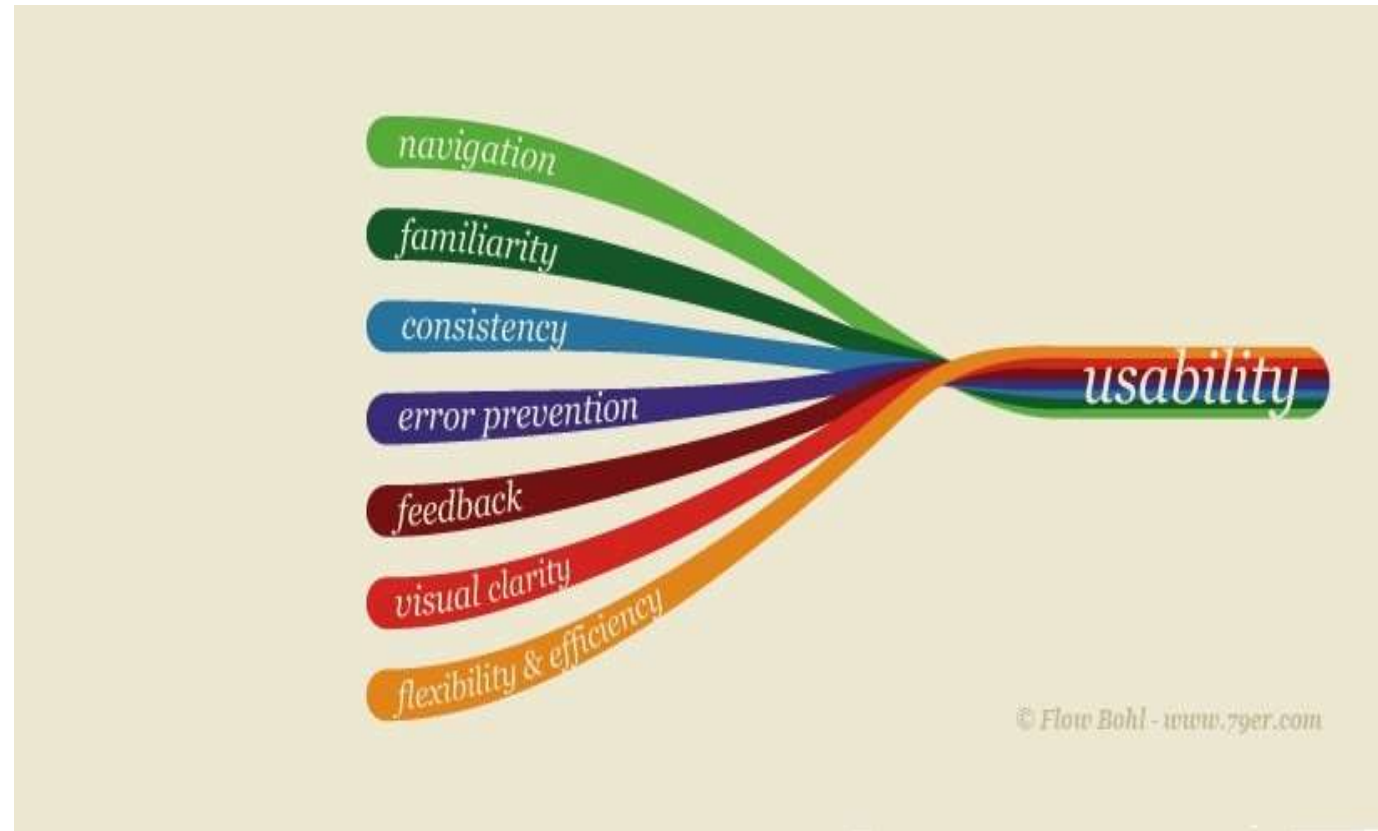
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# USABILITY' IS A COMBINATION OF FACTORS INCLUDING:

- **'Memorability:** after visiting the site, if a user can remember enough to use it effectively in future visits
- **Error frequency and severity:** how often users make errors while using the system, how serious the errors are, and how users recover from the errors
- **Subjective satisfaction:** if the user likes using the system



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# WHAT IS USER EXPERIENCE

UX is a problem solving discipline.

Great products solve user problems  
and generate positive emotions.



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“...user experience is what it feels like to use a product, system or service...”



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# FEELINGS

- I feel in control
  - I feel confident
  - I feel smart
  - I trust this product
- I feel out of control
  - I have no control
  - I don't feel confident about this company
  - I don't think it's going to work well
  - I don't think it's going to do what I want it to do
  - I feel stupid
  - I don't trust this company



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How I think it works



Mental model



How it actually works



Design model



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- **QUALITATIVE RESEARCH IS MORE VALUABLE TO UX DESIGNERS THAN QUANTITATIVE RESEARCH.**
- **IT PROVIDES RICHER INSIGHTS, PARTICULARLY INTO USERS' GOALS, BEHAVIOURS AND CONTEXT.**



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- Users don't care about our software products. They only care about what the product can do for them.
- So the less time they spend using our software, the happier they will be. They want to **flow** through our software as quickly and smoothly as possible and get to the other side: the job done, the problem solved.



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# Benefits of usability testing

- Make Effective Presentations
- Using Awesome Backgrounds
- Engage our Audience
- Capture Audience Attention



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# Design target



- Goals
- Context
- Behaviours



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## Context

- Office
- Professional
- Work

## Goals

- Do my work
- Alert
- Comfortable
- Safe, injury free

## Behaviours

- Sitting at desk
- Using PC, laptop
- Reading books, papers
- Turning at desk
- Moving around office / breakout area



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# WHAT WE LEARN FROM USABILITY TESTING

- **GOALS**
- **BEHAVIOURS**
- **CONTEXT**



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# What we learn from usability testing

- What users are trying to do (goals)
- What users do (behaviours)
- The context of use (the environment)
- How our product helps them achieve their goals
- How our product facilitates common behaviours
- What pain points and roadblocks can be removed
- How our product compares to competitors
- Is our product desirable. Does it solve a problem.



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# Defining research goals

- Define clear goals
- Be specific - don't try to cover everything
- Don't treat it as a once-off event
- Don't confuse it with functional testing

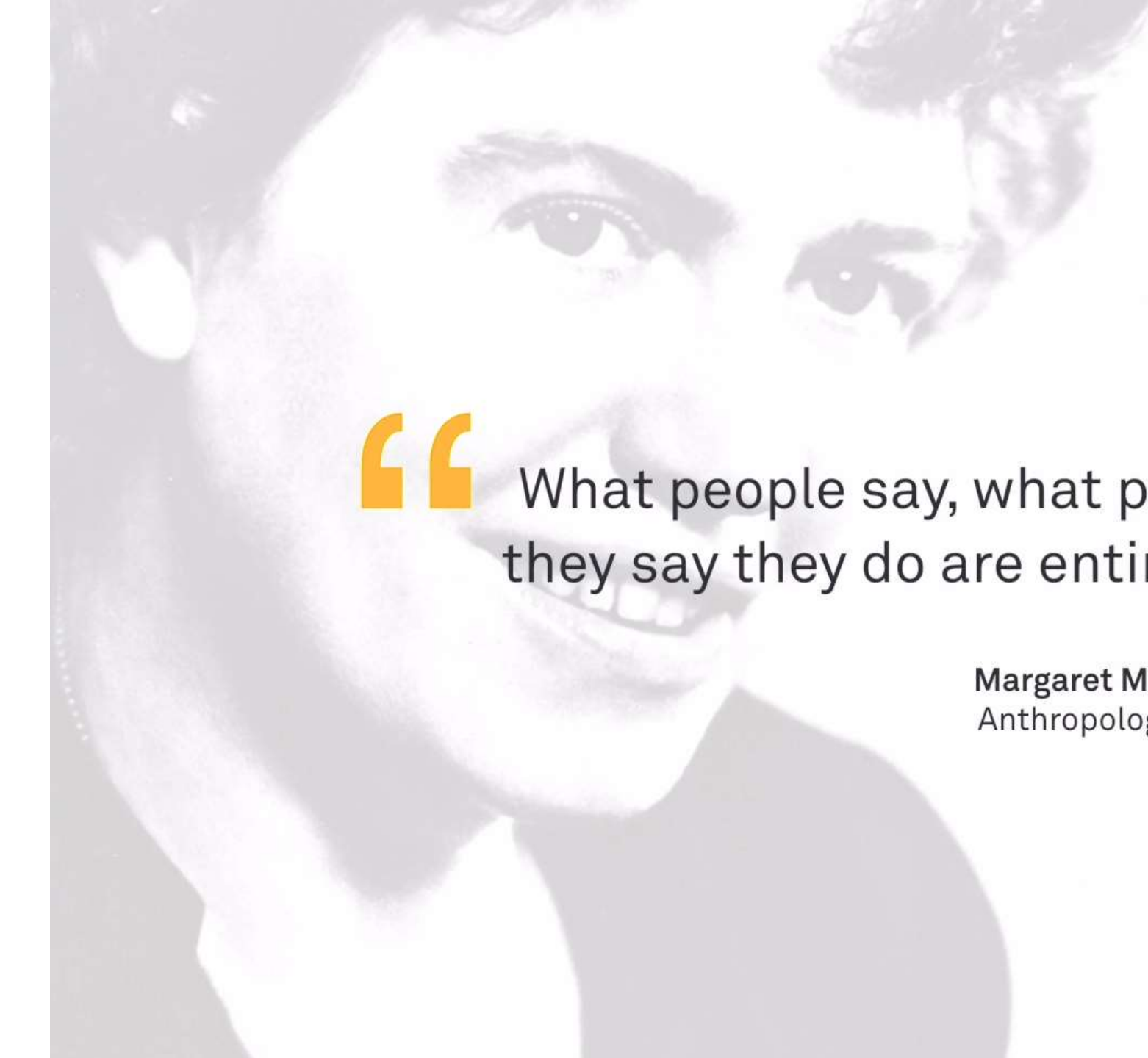


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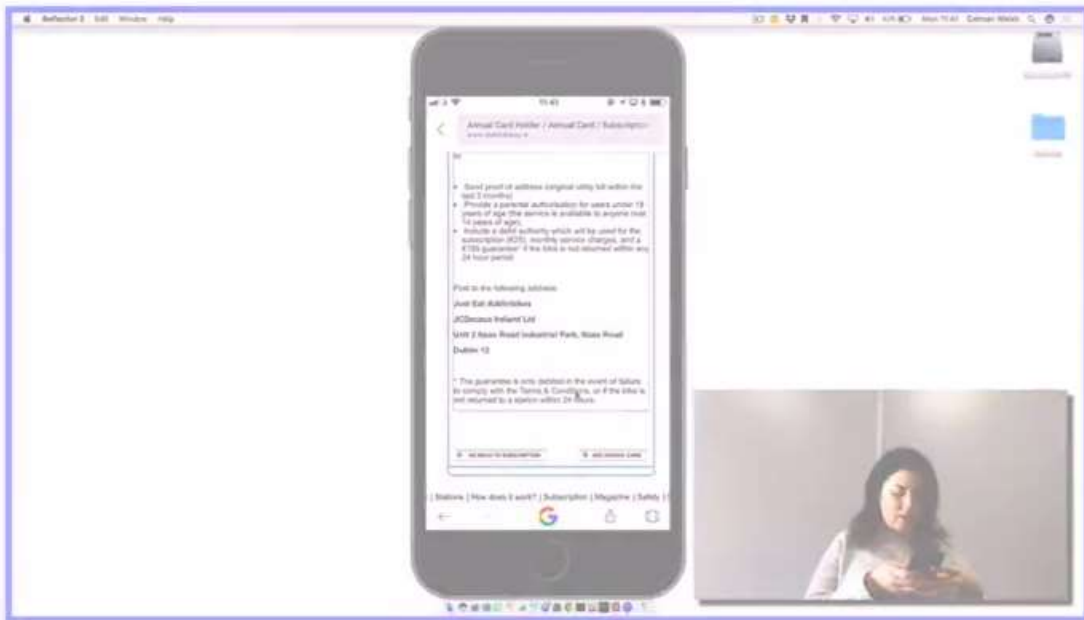
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“ What people say, what people do, and what they say they do are entirely different things ”

Margaret Mead  
Anthropologist

## Usability test



## Depth interview



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## Depth interview



- Understand context of use
- Understand the users goals



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- Hold a conversation
- Help users relax
- Pay close attention
- Ask good questions
- Keep things on track

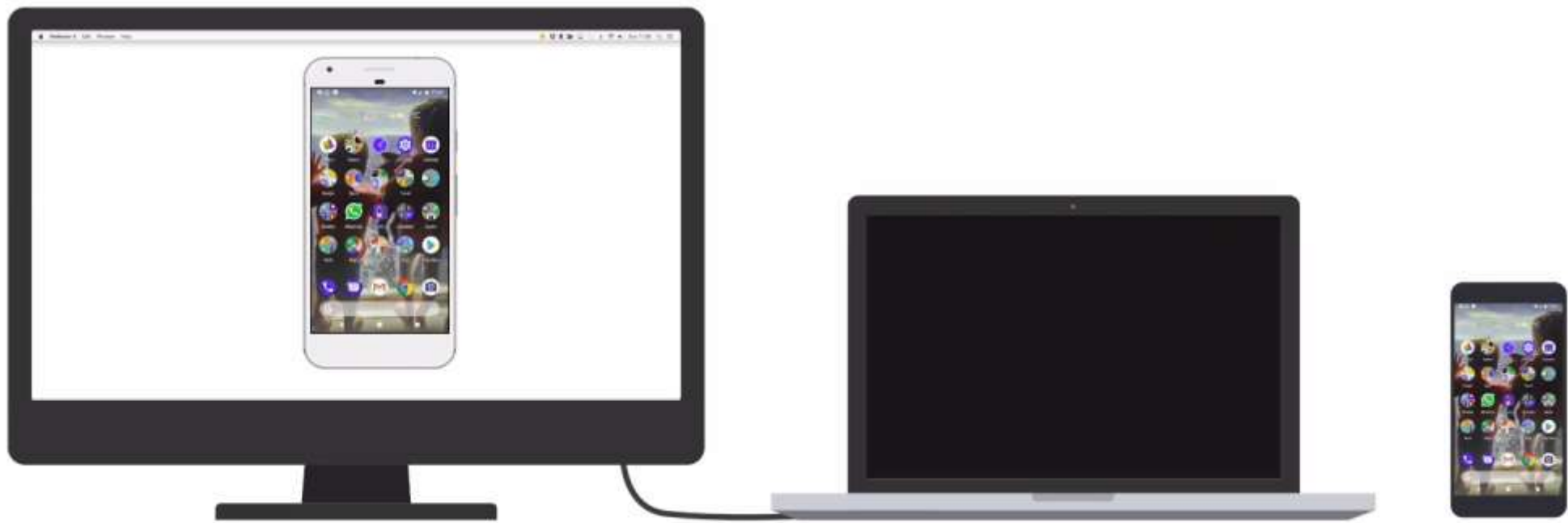


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# Introduction

- Welcome and thanks
- Explain the purpose of the session
- Explain the room and technical setup



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# Introduction

Four things to keep in mind

- We're not testing you
- Speak your mind
- Think out loud
- Feel free to ask questions



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# User research

User research  $\neq$  asking people what they want

User research = understanding what people need



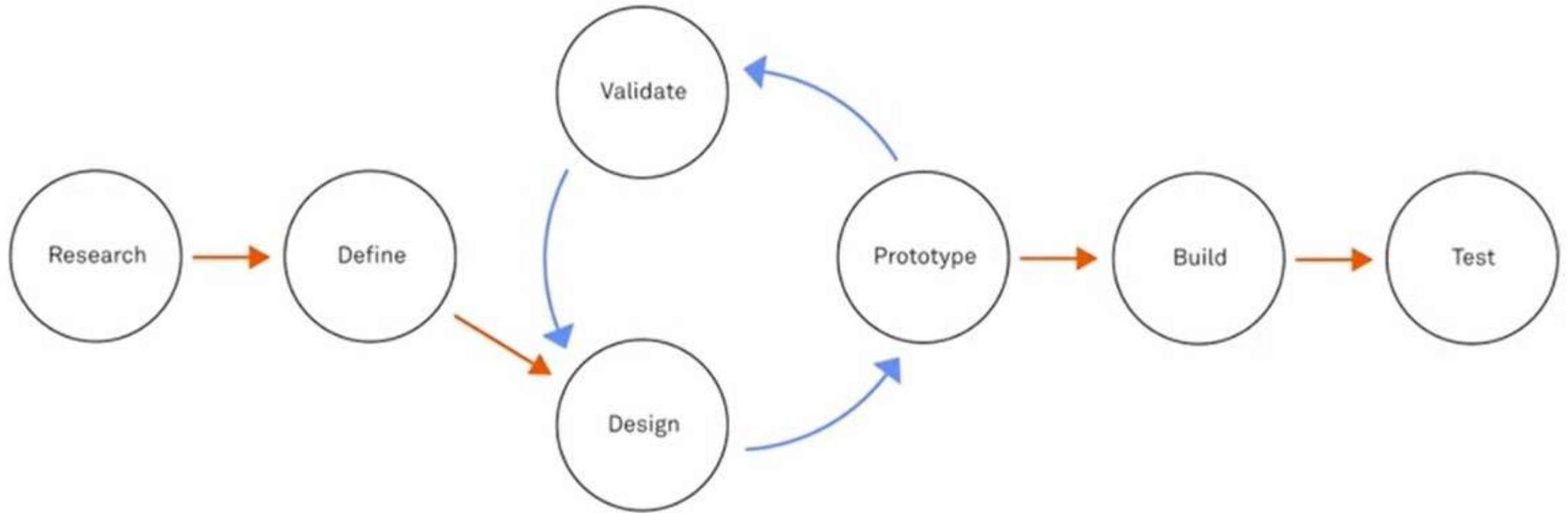
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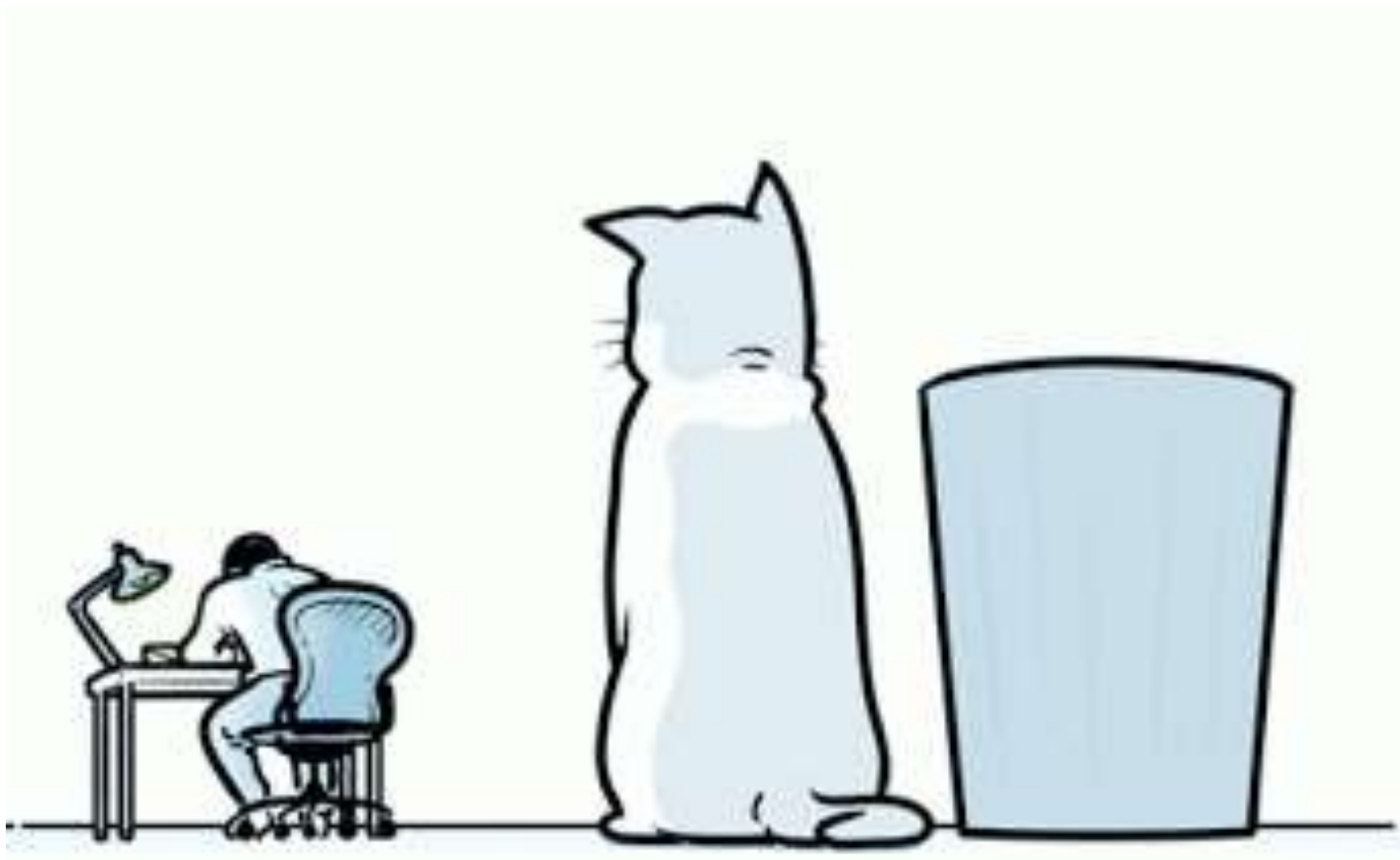
# DESIGN PROCESS



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