1. Why bother with User Experience (UX)
2. Why UX in OER (now)
3. Practical Application
Why User Experience
“Design of everyday things”
“The Superman Effect”
Accepterade kreditkort Credit cards accepted

*) Gäller ej ombord Not accepted on board
Frustration
Dra kortet
- Magnetstripen til hoyre

Swipe card
- Magnetic stripe to the right
Superman
Cards only in area E
Notes in
Notes out ????
Push / Pull ??
Why User Experience for OER
Sturgeons Law
90% of everything is rubbish
easy* to make rubbish
“Market Maturity”
## The World Clock – Time Zones

### Current local times around the world (Main list)

<table>
<thead>
<tr>
<th>City</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accra</td>
<td>Wed 17:35</td>
</tr>
<tr>
<td>Addis Ababa</td>
<td>Wed 20:35</td>
</tr>
<tr>
<td>Adelaide</td>
<td>Thu 03:05</td>
</tr>
<tr>
<td>Algiers</td>
<td>Wed 18:35</td>
</tr>
<tr>
<td>Almaty</td>
<td>Wed 23:35</td>
</tr>
<tr>
<td>Amman</td>
<td>Wed 20:35</td>
</tr>
<tr>
<td>Amsterdam</td>
<td>Wed 19:35</td>
</tr>
<tr>
<td>Anadyr</td>
<td>Thu 05:35</td>
</tr>
<tr>
<td>Casablanca</td>
<td>Wed 18:35</td>
</tr>
<tr>
<td>Chicago</td>
<td>Wed 12:35</td>
</tr>
<tr>
<td>Columbus</td>
<td>Wed 13:35</td>
</tr>
<tr>
<td>Copenhagen</td>
<td>Wed 19:35</td>
</tr>
<tr>
<td>Dallas</td>
<td>Wed 12:35</td>
</tr>
<tr>
<td>Dar es Salaam</td>
<td>Wed 20:35</td>
</tr>
<tr>
<td>Darwin</td>
<td>Thu 03:05</td>
</tr>
<tr>
<td>Denver</td>
<td>Wed 11:35</td>
</tr>
<tr>
<td>Kiritimati</td>
<td>Thu 07:35</td>
</tr>
<tr>
<td>Kolkata</td>
<td>Wed 23:05</td>
</tr>
<tr>
<td>Kuala Lumpur</td>
<td>Thu 01:35</td>
</tr>
<tr>
<td>Kuwait City</td>
<td>Wed 20:35</td>
</tr>
<tr>
<td>Kyiv</td>
<td>Wed 20:35</td>
</tr>
<tr>
<td>La Paz</td>
<td>Wed 13:35</td>
</tr>
<tr>
<td>Lagos</td>
<td>Wed 18:35</td>
</tr>
<tr>
<td>Lahore</td>
<td>Wed 22:35</td>
</tr>
<tr>
<td>Prague</td>
<td>Wed 19:35</td>
</tr>
<tr>
<td>Reykjavik</td>
<td>Wed 17:35</td>
</tr>
<tr>
<td>Rio de Janeiro</td>
<td>Wed 14:35</td>
</tr>
<tr>
<td>Riyadh</td>
<td>Wed 20:35</td>
</tr>
<tr>
<td>Rome</td>
<td>Wed 19:35</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>Wed 11:35</td>
</tr>
<tr>
<td>San Francisco</td>
<td>Wed 10:35</td>
</tr>
<tr>
<td>San Juan</td>
<td>Wed 13:35</td>
</tr>
</tbody>
</table>
Every Time Zone

Never warp your brain with time zone math again.

San Francisco  PDT UTC-7
may 1  10:30 am  may 2  may 3

Chicago  CDT UTC-6
may 1  12:30 pm  may 2  may 3

New York  EDT UTC-4
may 1  1:30 pm  may 2  may 3

Rio de Janeiro  BRT UTC-3
may 1  2:30 pm  may 2  may 3

London  BST UTC+1
may 1  6:30 pm  may 2  may 3

Vienna  CEST UTC+2
may 1  7:30 pm  may 2  may 3

Mumbai  IST UTC+5.5
may 1  11:00 pm  may 2  may 3

Singapore  SGT UTC+8
may 1  1:30 am  may 2  may 3
Features
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- Special Events
- Sports
- Podcasts
- Showcase
- About
- Comments

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The videos contained in this site can be viewed with one of the following free media players:

Adobe Flash

Live streaming video for mobile devices:
- Android and BlackBerry (some models unsupported)
- Alternative link for Internet Explorer

May 10-12, 2012
Live Webcast: "Turing Centennial Celebration"
Schedule of Events
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Independent Learners
Get free materials, activities and assessments for your self-guided learning

Instructors
Offer these courses to your students. You can customize them to suit their needs.

Academic Students
Use these interactive courses to earn credits at your school or university.

OLI, The Open Professionals Education Network, in conjunction with OLI and other groups, will offer free support to all grantees of the Trade Adjustment Assistance Community College & Career Training (TAACCCT) grant program.

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Try over 600 free online courses from The Open University.
Available from introductory to advanced level, each takes between 1 and 50 hours to study.
Complete activities to assess your progress and compare your thoughts with sample answers.
Sign up for free to track your progress, connect with other learners in our discussion forums and find the tools to help you learn.
Read more in Getting started.

LearningSpace recommends

New: Introducing the philosophy of religion
In this unit Timothy Chappell, Professor of Philosophy, asks what the words 'God' and 'religion' mean, and what it means to ask philosophical questions about them.

New: Living without oil
Curiosity is among our most important global concerns
jQuery is a JavaScript library that simplifies web development. Learn jQuery by practicing techniques such as manipulating style and content, responding to events, and even a touch of AJAX. Whether you're new to jQuery or want to solidify your basic skills, this course is for you.
How
Users
keep it simple
Add personality
Humans != Robots
I love the smell of emails in the morning

Me love you, adam

Monkey see, monkey do, I am only wearing a mail bag, how about you?
Hello from feathers. Look how the birdy fills up as I type.

nbbbbbnnnnn.
Nnnnnnjhhhhhhbbbbbbbb
bbnjjjnnnnnnnnnnnnnnn
nhhhb

-5
### The key inspection judgements and what they mean

- **Grade 1 is Outstanding:** this aspect of the provision is of exceptionally high quality
- **Grade 2 is Good:** this aspect of the provision is strong
- **Grade 3 is Satisfactory:** this aspect of the provision is sound
- **Grade 4 is Inadequate:** this aspect of the provision is not good enough

### Overall effectiveness

<table>
<thead>
<tr>
<th>How effective is the provision in meeting the needs of children in the Early Years Foundation Stage?</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>How well does the provision promote inclusive practice?</td>
<td>2</td>
</tr>
<tr>
<td>The capacity of the provision to maintain continuous improvement.</td>
<td>2</td>
</tr>
</tbody>
</table>

### Leadership and management

<table>
<thead>
<tr>
<th>How effectively is provision in the Early Years Foundation Stage led and managed?</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>How effective is the setting’s self-evaluation, including the steps taken to promote improvement?</td>
<td>2</td>
</tr>
<tr>
<td>How well does the setting work in partnership with parents and others?</td>
<td>1</td>
</tr>
<tr>
<td>How well are children safeguarded?</td>
<td>1</td>
</tr>
</tbody>
</table>
Pupils at Tidemill Primary School are very happy and their exam results are about average, but they’re facing tough circumstances.

Lots of kids here need extra support with school work and many children come from low-income families. The kids here have excellent teachers and their behaviour is excellent. The exam results here are around the national average and have got worse over the past few years.

Science results here are [link to more information].
Pupils at Tidemill Primary School are very happy and their exam results are about average, but they’re facing tough circumstances.

This is one of 92 schools in Lewisham. Based on what we know from 2008 and 2009*, lots of kids here need extra support with school work and many children come from low-income families. The kids here have excellent teachers and their behaviour is excellent. The exam results here are around the national average and have got worse over the past few years.

* We only have exam results for this school up to 2009. Find out why.
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* We only have exam results for this school up to 2009. Find out why.
Ofsted said that this school was on what we know, it looks like the brilliantly, and this is an improving. We feel great about this school.
Feedback to the users
empower users
Consistency
Personas

Scott Giles
Student (Member)

Demographics
- Location: Australia (Adelaide)
- Income: $10k
- Qualification: Higher School Certificate
- Employer: University
- Status: Studying at Adelaide

Needs
- Supplement studies
- Clarification of Benefits
- Low cost informative educational events
- Looking for a mentor
- Networking with future employers

Motivations
- Find discussions on the best practices in RM

Scenarios
- Search for authoritative resources on RM with a community discussion

Features
- Stay connected

Background
Scott is very tech savvy, but gets very impatient if he can't find the information he wants or if the system has limitations. He is currently thinking about lining up an internship for the summer break. He uses a Mac at home and a Windows computer at University. For him the RMAA is all about networking and a little socializing. He's been wondering if the RMAA is any use for overseas connections, as he is planning to travel around Asia for 8-12 months next year. Scott's current partner lives in a...
User testing
tasks
Online User Testing

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YouEye is a free user testing tool and tester hiring service. Review recordings of each tester’s screen, webcam, and microphone. Invite anyone to take a test by sharing a link. Quickly validate marketing copy, a new design, the usability of a shopping cart, or a competitor's appeal.

Create a free account!

Watch a test result.

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Join Team YouEye

Wednesday, 16 May 12
Don’t just measure
Qualitative
EdShare Redux

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thank you