

Curriculum Vitae

Dr. Marta Kristín Lárusdóttir
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Short Summary

My main research area for the last twenty years has been evaluation of user interfaces, especially user centred evaluation where users co-operate in the evaluation.

Furthermore, I am interested in researching usability activities and the process of making the software easy to use for users. My interests are now on the interplay between usability activities and software development processes, especially in agile development processes such as Scrum and Lean software development.

I have written published journal and conference papers in the field of my research interests. I have organized conferences in the Human Computer Interaction field for more than 10 years. I organized the NordiCHI conference in the fall 2010 with over 300 participants and I have been on numerous program committees for conferences. I am a member of the editorial board for the journal: Interacting with Computers. Furthermore, I am a member of the COST-network of excellence called Twintide and the technical committee 13 for IFIP (International Federation of Information Processing).

During the last 11 years I have been an assistant professor at Reykjavik University teaching numerous courses in Human Computer Interaction both on graduate and undergraduate level. Furthermore I have been supervising students in project work both on graduate on undergraduate level.

Personal Details

- Born on the 8th of June 1963 in Olafsfjörður Iceland. Icelandic citizenship.
- Languages: Icelandic (native), English (fluent), Danish (fluent), Swedish (fluent), German (some).

Education

PhD in Human-Computer Interaction at the Royal Institute of Technology, Stockholm, Sweden, 2012.

The title of the thesis is: "User Centred Evaluation in Experimental and Practical Settings".

Licentiate of Philosophy in Computer Science with specialization in Human-Computer Interaction, Uppsala University, Sweden, 2009.

The title of the thesis is: "Listen to Your Users – The Effect of Usability Evaluation on Software Development Practice".

Master of Computer Science (Cand. Scient.), University of Copenhagen, Denmark, 1996.

The main emphasis was on Human-Computer Interaction. The master thesis title is: "Comparative Study of Methods for Evaluating User Interfaces – a Research Plan".

Bachelor in Computer Science from University of Iceland, Reykjavik, Iceland, 1989.

Support area was numerical analysis and applied mathematics.

Work Experience

Nyherji, hf.

- A board member for Nyherji hf., since February 2011. Nyherji is a service providing company in information technology employing over 500 IT professionals.

School of Computer Science, Reykjavik University

- Assistant professor from January 2002 to present
- Lecturer 2000 and 2001.

School of Computer Science, University of Iceland

- Lecturer 1999 - 2000

Project manager and usability expert at the software development company EJS Ltd.

Project manager in software projects, fall 1996 - December 2001 at a software company named EJS Ltd. in Reykjavik, Iceland. Responsible for and conducted user analysis, designed user interfaces and conducted usability evaluation of software systems.

Usability expert at The State Social Security Institute, Reykjavik

Conducted user analysis, defined user interface design standards and conducted usability evaluation of software systems, spring 1995 – fall 1996.

Programmer and data analyst at Data Analysis Ltd, Reykjavik

A programmer in small software system projects. Did data analysis on statistics in projects for the Cancer Society and insurance companies in Iceland, summer 1987 to fall 1992.

Professional Memberships

An elected treasurer in the board of the NordiCHI organisation

The NordiCHI organisation arranges conferences, courses and seminars, produces publications and spreads information within the field of HCI, most prominently through ensuring the existence of the biannual NordiCHI conference. I was elected during 2012.

A member of a COST-network of excellence Twintide (IC0904)

The European Science Foundation sponsors the network of excellence includes experts from twenty four European countries. The COST-IC0904 action started in November 2009 and will be running for four years until November 2013.

The Icelandic representative in the IFIP Technical Committee 13 on HCI

An active member of the IFIP Technical Committee 13 since April 2008, which is among other duties responsible for organizing the INTERACT conference biannually.

A chair for the IT women society in Iceland, until 2012

The goal of the society is to strengthen the relations of women in the IT sector and to inspire more young women to join the profession. I was in the board of the society from 2006 to 2012 and a chair from May 2009 to October 2012.

A member of a COST-network of excellence MAUSE until 2009

A member of the COST action called MAUSE (COST 294) that the European Science Foundation funded under the COST framework. The network of excellence included experts from nineteen European countries. The COST-294 action lasted from January 2005 to May 2009.

Grants Obtained from Competitive Research Funds

1. Got Short Term Scientific Mission grants 2009 – 2011 total amount 6.200 Euros from two COST actions, Twintide (IC0904) and MAUSE (COST 294).
2. Co-applicant in the project: *Developing and Testing an Interactive Decision Aid for Newly Diagnosed Prostate Cancer Patients* that got a grant from the Icelandic Research Fund (Rannis) in 2010. Duration is 3 years; the total grant is 17,4 million ISK. Project manager: Dr. Heiðdís Valdimarsdóttir, Reykjavik University.
3. Participant in a “NordPlus Sprog” 2 year project: *A System Architecture for Intelligent CALL*. The project got 38.500 EUR. Project manager: Dr. Hrafn Loftsson, Reykjavik University.
4. Co-applicant in the project: *Humanoid Agents in Social Game Environments* which got a grant from the Icelandic Research Fund (Rannis) in 2008. Duration: 3 years, grant: 13,45 million ISK. Project manager: Dr Hannes Högni Vilhjálmsson, Reykjavik University.
5. Co-applicant in the project: *Towards the Maturation of IT Usability Evaluation*, which got a 12 million ISK grant from the Icelandic Research Fund (Rannis) in 2005. My share was 3,9 million ISK. Project manager: Dr. Ebba Þóra Hvannberg, University of Iceland.
6. A pre-project grant for the project: *Definition of Measurements for Comparison of Software Processes* that got a 600 thousand ISK grant from the Icelandic Research Fund (Rannis) in 2004.

Services

Editorial boards

- A member of the Computer Science special editorial board for the journal: *Interacting with computers*.

Editor

- Co-editor for the proceedings for the NordiCHI 2010 conference held in Reykjavik, Iceland
- Co-editor for the proceedings for the HCSE 2010 conference held in Reykjavik, Iceland
- Co-editor for the proceedings for the workshop proceedings: “Meaningful Measures: Valid Useful User Experience Measurement (VUUM), Reykjavik, June, 2008.
- Co-editor for the proceedings for the workshop proceedings: “*Downstream Utility: The Good, the Bad, and the Utterly Useless Usability Evaluation Feedback*”, Toulouse, November, 2007

Coordination Work

- Associate chair for the INTERACT conference 2011, Lisbon, Portugal, August 2011.
- General chair for the NordiCHI conference in Reykjavik, October 2010.
- General chair for the HCSE conference held in Reykjavik, October 2010.
- Organized the COST294-MAUSE Open Workshop named: *Meaningful Measures: Valid Useful User Measurement*, Reykjavik, June, 18th, 2008, in co-operation with Law, E. L-C, Bevan, N., Christou, G. Springett, M.
- Organizing the COST294-MAUSE Open Workshop named: “*Downstream Utility: The Good, the Bad, and the Utterly Useless Usability Evaluation Feedback*” in co-operation with Effie Law and Mie Nørgaard, November, 2007.

Refereeing

- Reviewer for the Twintide workshop called: "Made for Sharing: HCI Stories of Transfer, Triumph and Tragedy" at the CHI 2013 conference
- Reviewer for the EICS conferences in 2013
- Reviewer for the NordiCHI conferences in 2000, 2002, 2004, 2006, 2008 and 2012.
- Reviewer for the Journal: Behavior and Information Technology, May and September 2009 and April 2010, January 2013.
- Reviewer for the HCSE conferences in 2010 and 2012.
- Reviewer for the INTERACT conferences in 2009, 2011 and 2013.
- Reviewer for COST294-MAUSE workshops in 2007 and 2009.
- Reviewer for the journal: Interacting with Computers, 2008.
- Reviewer for the conference: HCI Educators conferences in 2006, 2007 and 2008.
- Reviewer for book chapter proposals, for the COST294-MAUSE book named: *Maturing Usability: Quality in Software, Interaction and Value*, editors: Effie Law, Ebba Hvannberg, Gilbert Cockton, Jean Vanderdonckt, 2006
- Reviewer for the International Conference on Software Development, University of Iceland, 2005.
- Reviewer for the CHI conference on Human Factors in Computing Systems in 2003 and 2004.
- Reviewer; The Second International Conference on Usage-Centered Design, Portsmouth, USA, 2002

Membership of programme committees

- Program committee member for the HCSE conference, Toulouse, France, 2012
- Program committee member of the IC0904 TwinTide 2nd Open Workshop: Interplay between User Experience Evaluation and System Development (I-UxSED 2012) held at NordiCHI 2012
- Program committee member for the NordiCHI conferences in 2000, 2002, 2004, 2006, 2008 and 2012.
- Program committee member for the INTERACT conference, 2009, 2013.
- International program committee member for the conference: HCI Educators 2007: Creativity³: Experiencing to educate and design, Aveiro, Portugal, 2007.
- Program committee member, International Conference on Software Development, University of Iceland, 2005.

Session chair at conferences

- Session chair: Usability Evaluation in Context, NordiCHI 2012, Copenhagen, Denmark
- Session chair: Evaluation – I, INTERACT conference 2009, Uppsala, Sweden
- Session chair: Usability methods – II, Nordichi 2008, Lund, Sweden
- Session chair: Content management and searching, Nordichi 2004, Tampere, Finland

Other services

- Moderator of a meetings organized by Ský (The Icelandic Society for Information Processing (ISIP) in 2009, 2011 and 2012.
- Invited evaluation board member of public authority web sites for the ministry of Interior (Innanríkisráðuneyti), 2012.

Publications

Refereed Book Chapters

1. **Larusdottir, M. K.**, 2009, *A Case Study - Hindrances and Success Factors in Student Projects*, in IFIP (International Federation for Information Processing), Volume 289, 2009; Creativity and HCI (Boston: Springer) pp. 189 – 202. From Experience to Design in Education; Paula Kotzé, William Wong, Joaquim Jorge, Alan Dix, Paula Alexandra Silva.

Journal Papers

1. **Larusdottir, M. K.**, Cajander, A, Gulliksen, J: *Informal Feedback Rather Than Performance Measurements – User Centred Evaluation in Scrum Projects*, under review- submitted to the journal Behavior and Information Technology, April 2012.
2. Hvannberg, E., Lai-Chong Law, E., **Larusdottir, M. K.**: *Heuristic Evaluation: Comparing Ways of Finding and Reporting Usability Problems*, Interacting with Computers, Volume 19, Issue 2, March 2007, pp. 225-240, available online at <http://dx.doi.org/10.1016/j.intcom.2006.10.001>.
3. Tryggvadóttir, L., Tulinius H., **Larusdottir, M.**: *A Decline and a Halt in Mean Age at Menarche in Iceland*, Annals of Human Biology, 1994 21:2, pp.179-186.

Refereed Conference Proceedings

1. **Larusdottir, M. K.**: *Adapting User Testing for Evaluating a Multiplayer Game*, paper in the proceedings of the ACM CHI 2013 Workshop called: Made for Sharing: HCI Stories of Transfer, Triumph & Tragedy, April 2013, 5 pages.
2. Cajander, A., **Larusdottir, M. K.**, Gulliksen, J: *Existing but not Explicit - The User Perspective in Scrum Projects in Practice*, accepted as a long paper for the INTERACT 2013 conference in Cape Town, South Africa, 18 pages.
3. Jia, Y., **Larusdottir, M. K.**, Cajander, A: *The Usage of Usability Techniques in Scrum Projects*, in the proceedings of the HCSE 2012 conference in Toulouse, October, 2012, 11 pages.
4. **Larusdottir, M. K.**, Cajander, A, Gulliksen, J: *The Big Picture of UX is Missing in Scrum Projects* in proceedings of the IC0904 TwinTide 2nd Open Workshop: Interplay between User Experience Evaluation and System Development (I-UxSED 2012) held at NordiCHI 2012, October, 2012, 6 pages.
5. **Larusdottir, M. K.**: *Usability Evaluation in Software Development Practice*, in Pedro Campos, Nicholas Graham, Joaquim Jorge, Nuno Nunes, Philippe Palanque, and Marco Winckler (Eds.): Human-Computer Interaction – INTERACT 2011, 13th IFIP TC 13 International Conference, Lisbon, Portugal, September, 2011, Proceedings, Part IV, LNCS 6949, pp. 430 – 433.
6. **Larusdottir, M. K.**, Bjarnadottir, E., Gulliksen, J.: *The Focus on Usability in Testing Practices in Industry*, the proceedings of the Human Computer Interaction Symposium at the World Computer Congress 2010, Brisbane, Australia, September 2010, pp. 98-109.
7. Claudio, P., Vilhjalmsón, H., **Larusdottir, M.**: *Avatars in Conversation: The Importance of Simulating Territorial*, in Albeck et al. (Eds.): Proceedings of the 10th International Conference on Intelligent Virtual Agents, September 2010, Philadelphia, USA, PA. LNCS, 6356: pp. 336-342, Springer-Verlag, Berlin Heidelberg.
8. **Larusdottir, M. K.**, Haraldsdottir, O. and Mikkelsen, B.: *User Involvement in Icelandic Software Industry*. Proceedings for the 2nd international workshop on the interplay between usability evaluation and software development - I-Used 2009, at the INTERACT conference, Uppsala Sweden, August 2009, pp. 51 – 52.

9. Isleifsdottir, J., **Larusdottir, M.**: *Measuring the User Experience of a Task Oriented Software*, in Effie L-C. Law, Nigel Bevan, Georgios Christou, Mark Springett, and Marta Larusdottir (eds.) proceedings of the International Workshop on Meaningful Measures: Valid Useful User Experience Measurement '08, Reykjavik Iceland, June 2008, pp. 97-101.
10. Thorgeirsson, T. and **Larusdottir, M. K.**: *Case Study: Are CUP Attributes Useful to Developers?* Proceedings for the COST-294 open Workshop, Downstream Utility: The Good, the Bad and the Utterly Useless Usability Feedback, Toulouse France, November 2007, pp. 50 – 54.
11. **Larusdottir, M. K.**: *Success Factors in Student Projects*, paper and poster in the proceedings of the conference: HCI Educators 2007: Creativity³: Experiencing to Educate and Design, Aveiro Portugal, March 2007, pp. 134-137.
12. **Larusdottir, M. K.**: *Using the Think-Aloud Method – A Case Study*. Proceedings for the COST294-MAUSE International workshop: Review, Report and Refine Usability Evaluation Methods (R3-UEM), Athens Greece, March 2007, pp. 15-16.
13. **Larusdottir, M. K.**: *Food and Groceries Delivery Service*. Proceedings for the workshop: HCI Educators' Yellow Book Workshop at the 20th BCS group HCI 2006 conference in co-operation with ACM, London United Kingdom, September 2006, pp. 19-20.
14. **Larusdottir, M. K.**: *Reducing the Gap between HCI Research and Software Development Teams in Iceland*. Proceedings for the workshop: Improving the Relationship between Research and Practice in Interaction Design at NordiCHI, Oslo Norway, October 2006, 3 pages.
15. **Larusdottir, M. K.**: *Using Rapid Contextual Design at Reykjavik University*. Proceeding from the workshop<. HCIEd.2006-1 Inventivity: Teaching Theory, Design and Innovation in HCI held by British Computer Society HCI Group (BHCIG), the International Federation of Information Processing (IFIP) WG13.1 Education, and the Irish Computer Society, Limerick Ireland, March 2006, pp. 35-39.
16. **Larusdottir, M. K.** and Ármannsdóttir, S. E.: *A Case Study of Software Replacement*. Proceedings of the International Conference on Software Development, Reykjavik Iceland, May 2005, pp. 129-140.
17. **Larusdottir, M. K.**: *The Usability of a User Centered Design Approach*. Proceedings for the workshop: Improving the Interplay between Usability Evaluation and User Interface Design at NordiCHI, Tampere Finland, October 2004, 4 pages.
18. **Larusdottir, M. K.**: *Student-Centered HCI Teaching*. Conference supplements to the proceedings of the NordiCHI conference, Aarhus Denmark, October 2002, pp. 13 - 14.
19. Hvannberg, E. Þ. and **Larusdottir, M. K.**: *Usability Testing of Interactive Multimedia Services*. Proceedings of the 1st NordiCHI conference, Stockholm Sweden, October 2000, 8 pages.
20. Frøkjær, E. and **Larusdottir, M. K.**: *Prediction of Usability: Comparing Method Combinations*. Proceedings of the conference: Managing Information Technology Resources in Organizations in the Next Millennium, Idea group publishing, Hershey USA, May 1999, pp 248 – 257.

Other Publications

1. **Larusdottir, M.K.**: *User Centred Evaluation in Experimental and Practical Settings*, PhD thesis in Human-Computer Interaction, The Royal Institute of Technology, Sweden, June 2012, 80 pages.
2. **Larusdottir, M. K.**: *Listen to Your Users – The Effect of Usability Evaluation on Software Development Practice*. Licentiate thesis, Uppsala University Sweden, October, 2009, 40 pages.

3. **Larusdottir, M. K** and Hvannberg, E. Þ.: *Supporting One Task with Many Devices*. Proceedings of the International Conference on Usage-Centered, Task-Centered, and Performance-Centered Design, Portsmouth, August 2002, pp. 307 - 318.
4. **Larusdottir, M. K.**: *Teaching HCI at Reykjavik University*. Proceedings of the International Conference on Usage-Centered, Task-Centered, and Performance-Centered Design, Portsmouth, August 2002, pp. 439 – 442.

Recent Invited Talks and Panels

- Invited to give a presentation at the software development company Evry in Uppsala, Sweden, November 2012. The title of the talk was: *Effective User Centred Design Activities in Scrum Projects*.
- Invited speaker in the panel: *Perspectives on UCD and Software Development*, at the HCSE conference in Toulouse, October, 2012
- Invited speaker at the Twintide (IC0904) COST action meeting in Copenhagen, October 2012. The title of the talk was: *User Centred Evaluation in ,the Wild'*.
- Invited speaker in the course: Human Computer Interaction (DH1620) at KTH in March 2011. The presentations titles were: *Two studies as a practioner* and *Two studies as a researcher*.
- Invited speaker for the STIMDI (*Sveriges Sveriges tvärvetenskapliga intresseförening för människa-datorinteraktion*) organisation in Sweden, Nov, 2010. The title was: *User Centred Design in Scrum projects*.
- Speaker at the ICE-ROSE event at Reykjavik University, May, 2010. The title of the presentation was: *Áhersla á nytsemi við hugbúnaðarprófanir í Scrum*
- Invited speaker for the Department of Information Technology at Uppsala University, May 2009. Title of the talk was: *The development process for a revised Curriculum in Computer Science at Reykjavik University*.

Students

PhD level

- Thomas Lind, Uppsala University. I am his co-supervisor.

Master level

- Fatemeh Moradi, Uppsala University, finishing during 2013.
- Bastiaan Boel, Uppsala University, finishing during 2013.
- Michael Simader, Reykjavik University, finishing during 2013.
- Jia Yuan, Uppsala University, finished June, 2012.

BS level

- Hlynur Örn Haraldsson, December 2012.
- Kristjana Þorradóttir, December 2012.
- Sigurður Eyjólfsson, December 2012.
- Sonja Petra Stefánsdóttir, December 2012.
- Helena Sif Magnúsdóttir, May 2011.
- Dagný Björk Stefánsdóttir, May 2011.
- Hildur Björns Vernudóttir, May 2010.
- Oddur Kristjánsson, May 2010.

- Ólöf Una Haraldsdóttir, May 2009.
- Brigtt Mikkaelsen, May 2009.
- Emma Rún Bjarnadóttir, May 2009.
- Hlynur Sigurþórsson, co-supervisor together with Hrafn Loftsson, May 2009.
- Pétur Sigurðsson. co-supervisor together with Hrafn Loftsson, May 2009.
- Guðrún Hulda Jónsdóttir, May 2005.
- Jónheiður Íslefsdóttir, May 2005.
- Dagbjört Ólöf Sigurðardóttir, May 2005.
- Matthildur Vala Pálmadóttir, May 2005.
- Tinna Björk Hjartardóttir, May 2005.
- Unnur Karen Guðmundsdóttir, May 2004.
- Ragnheiður Ýr Grétarsdóttir, August 2002.

Teaching Experience

Courses taught and organized in Computer Science at Reykjavik University

- Taught the Master course: T-849-AGVE, Agile processes for project management – Emphasising Scrum, MPM course, spring 2012 and 2013.
- Taught the Master course: T-709-HCIN Research Methods in HCI, fall 2011.
- Taught the undergraduate course in Computer Science: T-216-GHOH Software Analysis and Design. (Taught jointly with Daníel Brandur Sigurgeirsson), spring 2010 and spring 2011.
- Organized the undergraduate course: T-619-LOKA Final Projects with Research Emphasis, spring 2008 and spring 2009.
- Organized the undergraduate course: UTLOK1012 Final Projects in Information Science, fall 2008.
- Organized the undergraduate course: T-615-SVER Independent studies, spring 2005 to spring 2009.
- Organized the undergraduate final projects in the course: T-404-LOKA Final Projects, spring 2005 to spring 2011 (nine terms).
- Taught the undergraduate course seven times: T-515-NOTH User Centred Software Development, fall 2002 to fall 2010 (seven terms).
- Taught the undergraduate course: T-104-VIDM Human Computer Interaction fall 2000 to spring 2010 (fifteen terms).

Examiner role in research-related degrees

- Tallinn University Institute of Informatics, Invited reviewer of a Master thesis by Valeria Gasik, January, 2013
- Reykjavik University, Iceland, Master, Member of the evaluation committee for Hlynur Sigurþórsson, June, 2011

Supervision of research projects by Master students

- Supervisor for a Master student: Yuan Jia, Integrating Usability Activities into Scrum, Uppsala University, Sweden, June 2012.
- Supervisor for a Master student: Fatemeh Moradi, Usability Activities into Game development using Scrum, Uppsala University, Sweden, finishes during the spring, 2013.

Supervision of independent research projects by undergraduate students

- Supervisor for undergraduate student: Helena Sif Magnúsdóttir. "Using User Centered Design Methods in Icelandic Software Industry" Reykjavik University, August 2011.
- Supervisor for undergraduate student: Ólöf Una Haraldsdóttir. Interview study on User Involvement in Icelandic Software Industry, Reykjavik University, August 2009.
- Supervisor for undergraduate student: Guðrún Hulda Jónsdóttir. Analysing the Results on the Use of User Centred Design Methods in Icelandic Software Companies, Reykjavik University, August 2005.
- Supervisor for undergraduate students: Dagbjört Ólöf Sigurðardóttir, Tinna Björk Hjartardóttir. Evaluating the Quality of Software Systems. Reykjavik University, August 2005.
- Supervisor for undergraduate student: Ragnheiður Ýr Grétarsdóttir, Evaluating Icelandic Home Pages, August 2002.