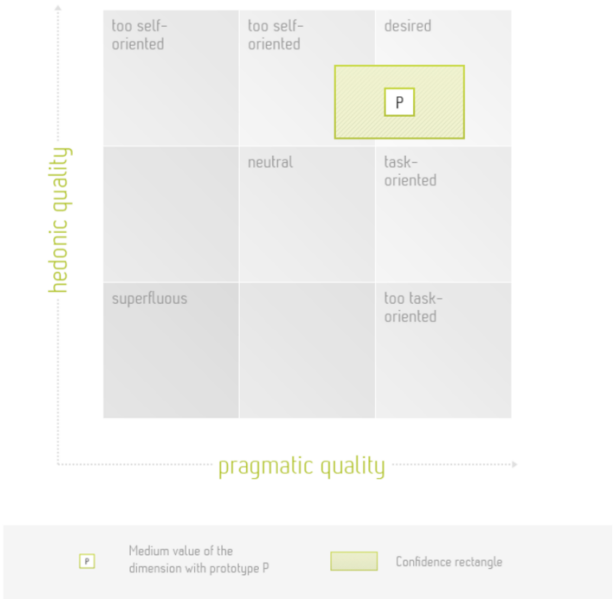
Mujgan Aliyeva
202302 Guided Research Grad I
George Washington University & ADA University 26.06.2023
User Experience (UX) Evaluation Methods
Report IV

As I mentioned in my Project plan a few weeks ago, for this week I am supposed to:

1. Apply the refined methodologies to real-world applications or scenarios.
2. Conduct thorough evaluations to assess usability, effectiveness, and overall user satisfaction.

Let's go through the main Evaluation Methods:

⇒ AttrakDiff
With AttrakDiff, users have a simple, fast, and favorably priced tool at hand to personally evaluate the usability and design of an interactive product.
This type of evaluation lends itself to one-off and temporary evaluations by customers.



A software prototype P was evaluated by future users using AttrakDiff. Ten users participated in the evaluation and the results were the following: the prototype was rated well in both hedonic and pragmatic quality. There was little room for optimization.

The confidence rectangle shows that according to user consensus, the hedonic quality is greater than the pragmatic quality. For prototype P the confidence rectangle extends from the desired area and into the self-oriented area. It can therefore not clearly be classified as desirable.

⇒ ESM

The different elements of an ESM platform consist of various types of hardware. This includes the collection of elements (i.e., physical objects) that make up smartphones, wearables, laptops, databases, and servers. Each of these devices in turn runs on its own system software (e.g., Windows, Mac, Android, and iOS.). System software provides a platform for the use of other types of software, such as for instance application software (i.e., apps, database management software, etc.).

In the table below an overview of the selected platforms, m-Path, is provided. The content within the table is based on personal correspondence with representatives of each of the platforms (November 2020 - January 2021).

While doing research in devices to conduct an ESM study, these can be quite expensive, especially if you only aim to run a single ESM study. Therefore, alternatively, you can use the smartphone of your participant, and directly download an ESM app to his or her device (e.g., m-Path; www.m-path.io)

	m-Path
Online dashboard	
Slider questions	Yes
Checkbox	Yes
Radio buttons	Yes
Open questions	Yes
Picture stimuli	Yes
Video stimuli	Yes
Audio stimuli	Yes
Branching	Yes
Signal-contingent: fixed and (semi)random	Yes
Signal-contingent: individualized (semi)random	Yes
Event-contingent: initiated by passively collected data	I.D.
Event-contingent: self-initiated	Yes
Templates	Yes
Data visualization	Yes
Compliance check	Yes
Data download	Yes

ESM app	
Native/Hybrid	Native
Operating system compatibility	Android/iOS
Adjustable notification sound & durations	Yes
Adjustable text size and font	Yes
Offline	P.
Data communication	Yes
Mobile sensing	I.D.

Profile	
Founding date	2019
Country	Belgium
Number of paid employees	4
Number of active users	175+
Cost[b]	
Free	Yes
Premium	Yes

⇒ Heuristic Evaluation

Heuristic evaluation offers UX designers and usability experts a simple way to test a website or app's UX design. The process requires using established heuristics or usability principles to measure user-friendliness, navigability, aesthetics, and more.

A good example is a Windows desktop interface. The Recycle Bin icon looks just like a trash bin, while the icon for My Computer looks like a PC. The familiarity of these icons allows users to understand their purpose quickly. It's the same reason why the Phone and Messaging apps on your mobile device look the same across different products.