

Evaluation Plans - General Feedback

- Do not confuse **system testing** or **user experience testing** with **user evaluation**.
- Focus your evaluation on 1-2 clear hypotheses which determine the success of your system. Use baselines for comparison, where possible.
- Ensure that what you are asking is actually realistic and feasible during a relatively short evaluation session.
- For questionnaires, avoid asking a large number of vague questions.
- Ensure that you are evaluating the system, and not the abilities or biases of the participants themselves.
- Be clear on who your participants are and how they will be recruited. Will they need to be present in UCD? If so, for how long? Is the number of participants required realistic?
- Make it clear in advance what is required and NOT required from the participants (e.g. provide an "information leaflet").
- Avoid collecting any unnecessary personal data.
- Consider the use of a short pilot evaluation to refine your plan.