User-Centred Design

Tutorial 11: Usability evaluation report

Agenda

- Questions since last week
- Team stand-ups
- Conduct your user evaluation (in your own time)
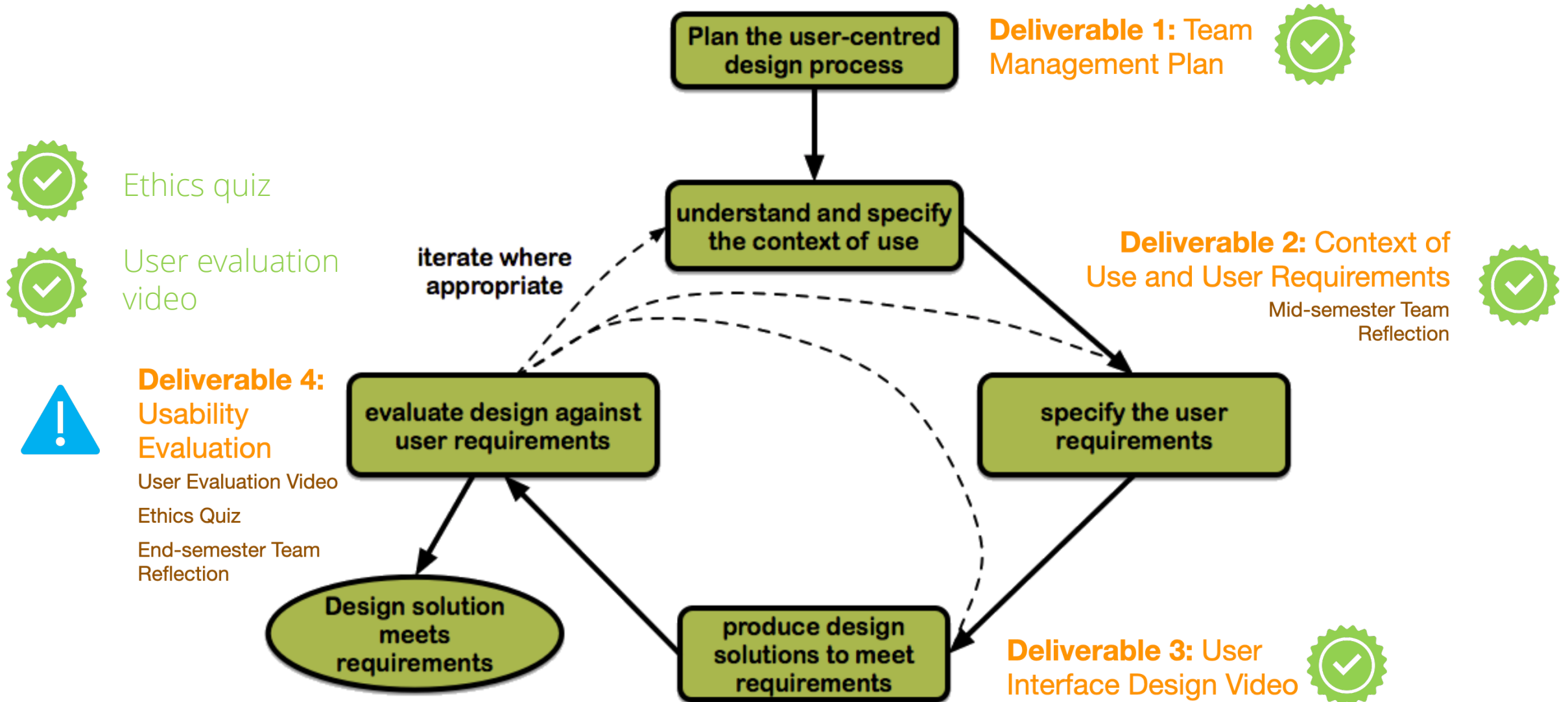- User evaluation report - results

UCD Process

UCD 4: Usability Evaluation Report

Background (as per previous reports)

Usability Requirements (see Week 9 Class)

Usability Evaluation Method

- Participants

- Materials (see Week 10 Class)

- Procedure (see Week 10 Class)

Results

Problem identification

Limitations

Lester's Deli Case Study – Background

Lester's Deli is a delicatessen based in Montreal that sells various goods online for home delivery and pick-up. This usability evaluation evaluated the ordering function of Lester's Deli website. The user group consists of males and females between the ages of 18 and 80 who have some familiarity with computers and the internet.

They are comfortable with ordering online and live in the vicinity of Montreal or in the USA. Users are expected to be on a broadband internet connection using Chrome, Firefox or Safari web browsers. Help pages are available on the website.

Tasks

Task 1: Order sandwich

- *Reason for choosing task*: Ordering a sandwich is a core user task. Many of local customers choose to order sandwiches to be delivered to their home or workplace.

Task 2: Change sandwich order

- *Reason for choosing task*: Change of mind or ordering mistake are common issues, so this process must be easy to do.

Task 3: Order Heat and Eat pack

- *Reason for choosing task*: A large volume of online sales are for heat and eat packs for delivery to USA. This is an important revenue stream and must be easy to do.

Usability Requirements

Table 1: Target criteria values for Task 1 (order sandwich)

User Group	Usability Goal	Measuring Instrument	Metric	Target Value
Montreal resident	Effectiveness	**Task**: Order a smoked meat sandwich with Swiss cheese, fatty meat and mustard.	Proportion of participants who complete task without assistance	80%
Montreal resident	Effectiveness	**Task**: Order a smoked meat sandwich with Swiss cheese, fatty meat and mustard.	Proportion of participants who received assistance.	Less than 20%
Montreal resident	Efficiency	**Task**: Order a smoked meat sandwich with Swiss cheese, fatty meat and mustard.	Average unassisted task completion time	1.5 min
Montreal resident	Satisfaction	**Task**: Order a smoked meat sandwich with Swiss cheese, fatty meat and mustard.	Average task difficulty rating (1= very easy, 5 = very hard)	2 or less

Don't forget target for SUS score (overall satisfaction)

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Participants

Table 2: Participant characteristics for Lester's Deli usability test

P	Age	No. Items bought over the internet	Last time bought on internet
P1	18-24	1 to 2	less than 1 week ago
P2	18-24	10 to 19	1-4 weeks ago
P3	18-24	3 to 9	more than 4 weeks ago
P4	35-49	1 to 2	more than 4 weeks ago
P5	18-24	3 to 9	1-4 weeks ago
P6	18-24	1 to 2	1-4 weeks ago

Six male students from Swinburne University of Technology Melbourne, Australia participated in the Lester's Deli usability test as part of a class activity. See Table 2 for a summary of their characteristics. There were one female and five males between the ages of 18 and 39 years old. All had bought something over the internet within the last year. None of the participants were from Montreal. While they may not be familiar with the post code system, we believed that in regard to the process of ordering a sandwich the difference in country of origin would not be problematic.

Include text description of participants

Materials

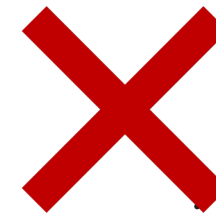Briefly summarise and include exported MS Forms files

- Explanatory statement, Informed Consent and briefing

- Demographic Questionnaire

- Satisfaction Questionnaires

- Task list

Submitted files

26%	UCD Project Deliverable 4 - Usability Evaluation.pdf
90%	Tasks.pdf
97%	UCD Evaluation Explanatory Statement.pdf
94%	Usability Evaluation Participant Briefing.pdf
95%	Post-Study Questionnaire 2.pdf
92%	Post Study-Questionnaire 1.pdf
75%	Demographic Questionnaire.pdf
17%	UCD Evaluation results.xlsx
23%	Energy Balance Prototype.pdf

Do not use zip files
Upload each file individually

Submitted files: (click to load)

17%	UCD Project Deliverable 4 - Usability Evaluation.pdf
!	APPENDICES.zip

Resubmit to Turnitin

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Procedure

Describe fidelity of prototype and conditions under which participant tested.

P	Participant sourced by?	Remote/face to face?	Brief description of procedure
P1			
P2			
P3			
P4			

Students who do not conduct evaluation/contribute data to report will not receive marks for UCD 4.

Results

Table 3: Performance measures and difficulty ratings for Task 1 (order sandwich)

	Unassisted Task Completion Rate	Assist	Errors	Task Completion Time (min)	Difficulty Rating (1= easy, 5=hard)
P1	0	0	1	1.48	4
P2	100	0	0	1.53	2
P3	0	1	2	4.72	5
P4	100	0	3	2.32	3
P5	100	0	1	2.03	4
P6	100	0	0	1.94	3

- Check Week 10 videos for how to calculate these measures…

- Create tables for tasks not participants
- Put participant data on row
- Included text description of data

"Task 1 was to order a smoked meat sandwich with Swiss cheese, fatty meat and mustard. The results can be seen in Table 3. Two of the participants failed to complete the task giving a task completion rate of 66.7%…"

Problem Idenification

Problem 1: Activation of menus

Figure1: Menu selection screen

Problem 1 Summary: Some users did not realise that they had to select a post code to view menu.

Severity Assessment: Caused some confusion and unnecessary clicking, but all users managed to overcome the problem without help. However, if user can not overcome this problem they will not see the menu at all. Some may want to see it to determine if they want to visit Lester's in person

Severity Rating: Medium

Recommendation: Allow users to browse menus without requiring a postal code.

Include screenshot and severity assessment.

Can include screenshots of good parts of UI if no problems found... :)

Before next week

Draft UCD 4: User Evaluation (due Week 12)

Every team member has conducted a usability evaluation

Note: Participant does NOT have to be a member of user group for the purpose of this assessment

Submit Video of evaluations (individual)

Must be submitted for student to get marks for UCD 4

Write up method part of report

Start looking at how you will analyse your data
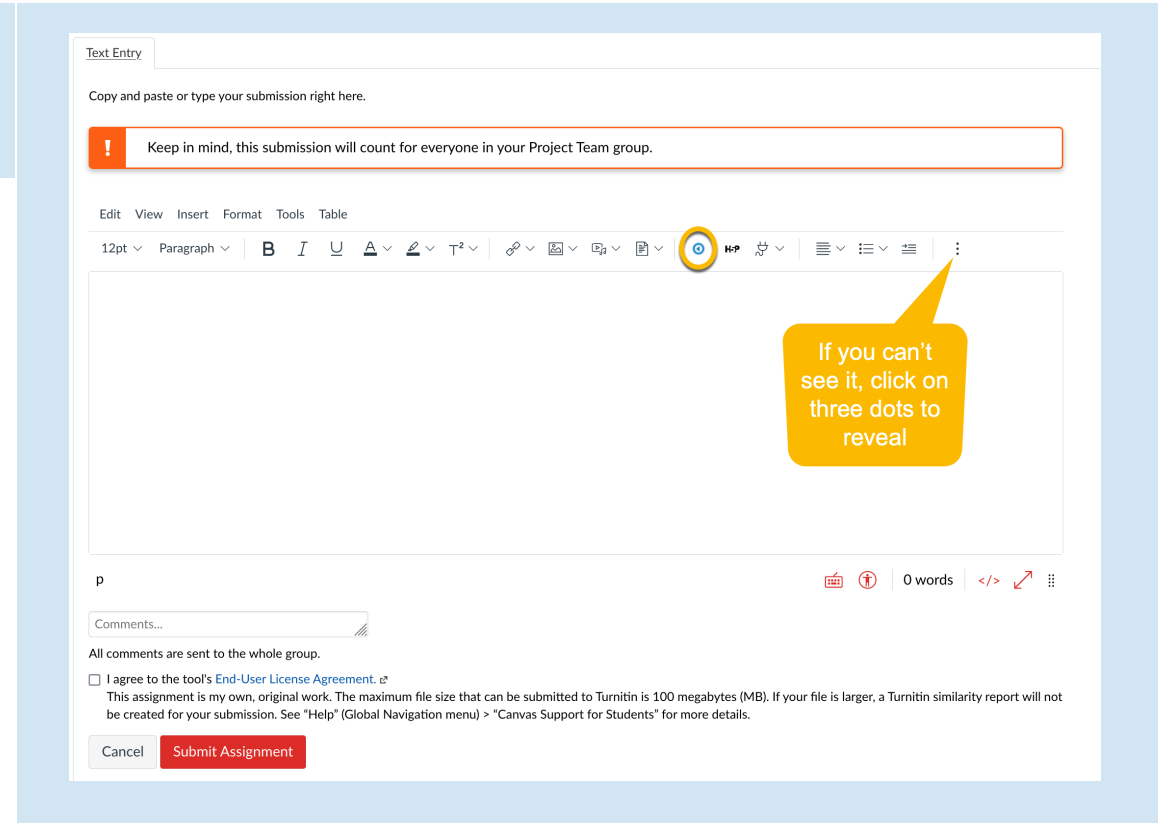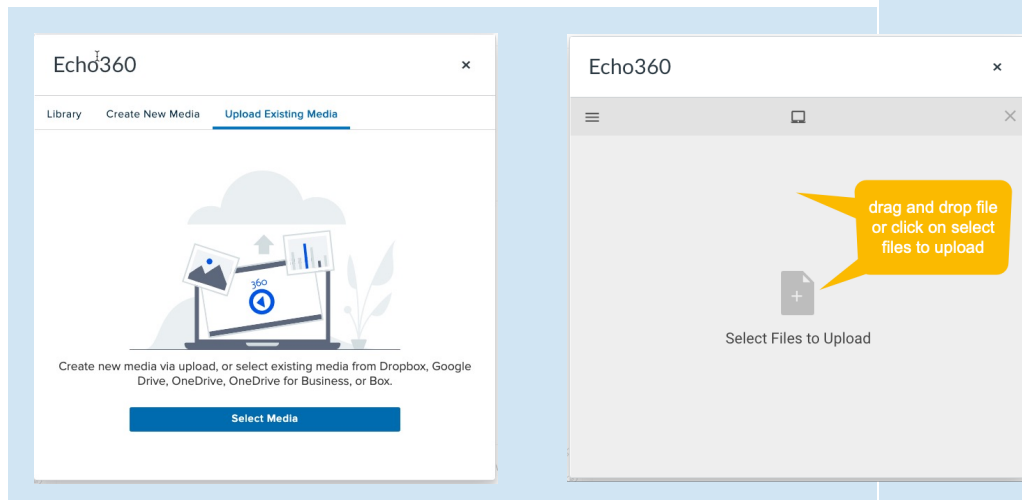
Start constructing data tables

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UCD 4: Usability Evaluation Video (individual)

Submission Instructions

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