# Brief for Lecture #4
# Title: Evaluating and Adjusting Design # 1

## Literature:

**[Cooper]:** Allan Cooper, About Face, 4th edition, 2014, Read pages p. 139 – 143 (Ca. 30 min reading)
**[Unger]**: Ross Unger, A project guide to UX design, 2012: p. 279 – 299. (Ca. 3 hours reading)

## Purpose of the day:
We will look into common and advanced test methods for determining the quality of an interface. These methods are applied postproduction and are often quantitative, rather than qualitative. We will look at what that means.

You will learn the difference between these methods and the data they produce, and we will discuss when and why each methods is best applied. By analysing a design situation and the data gained from various methods for evaluation, we will determine how to change and adapt an interface based on data collected through these test methods.

We will discuss idiomatic- vs. metaphoric design (literature from last week).

## Control questions – (before coming to class, be able to answer the following):

- Question for the Alan Cooper text:
    - What is the purpose of usability testing according to Cooper?
    - What is the difference between *Summative* and *Formative* evaluation?

- Question for the Russ Unger text:
    - What is *Concept exploration*, and what pitfalls are associated with it?
    - When is *Moderated Techniques* preferable to *Automated Techniques*?
    - What four questions does Cooper propose to help with planning usability tests?

## Wrap up – (Will be updated after class with corrections or added points):