Harmful Evaluation

Lecture 22, Week 12
March 25, 2015
CSC318H1S
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Announcements

- Elevator pitches are optional
- 1 pitch = 4%, 2 pitches = 5%
- Additional testing time on Friday (optional & unsupervised)
- The strike continues.
- We will hold a vote on a new marking scheme today.

Marking Scheme

		Old	NEW
A1	Introductions	2%	4%
P1	Groups formed	5%	8%
A2	Lit review	10%	12%
P2	Instruments	8%	10%
A3	Research	10%	8%
P3	Design requirements	8%	8%
A4	Low-fidelity prototype	10%	8%
P4	System prototype	8%	8%
A5	Reflection	4%	4%
P5	Final deliverables	20%	20%
	Group evaluations	5%	0%
	Tutorial participation	5%	5%
	Class participation	5%	5%

Assignment 5

You will be participating in 3 other groups' evaluations.

Take detailed notes:

- your impressions

- your recommendations

- what you learned

Your reflection of your participation will make up your **Assignment 5** submission.

It is okay to focus on your core impressions of the prototype, rather than the instruments.

Phase 5

Phase 5 is due April 3.

Project paper (10%)

- 6 pages in ACM CHI Abtract format: an overview of the whole design process.

Updated prototype (4%)

- Include any artifacts that came out of your design (mockups, wireframes, sketches)

Presentation (6%)

- Tuesday of next week
- (3 minutes)

Submit all documents from the term by April 7.

Phase 5 Presentation Criteria

Topic & Idea Originality: Is this a brand new idea or a significant improvement over existing devices or technologies?

User Centeredness: Does the design address a real user need? Have you responded to user needs as uncovered by research? Have you used feedback from users to improve their design?

Design Quality: Is the design well conveyed in prototypes and mockups? Are you using appropriate technologies for the defined problem? Does it match user needs and expectations, and match the users' technical capabilities?

Presentation Quality: Audience engagement, presenter enthusiasm, delivery clarity, & timeliness.

Phase 5 Technical Requirements

You are allowed and encouraged to use any media you'd like to strengthen or accompany your presentation (slideslow, video, live demo, props).

You will have access to the podium in the lecture room with its available technology.

- Ensure your computer can connect to:

VGA

3.5 mm audio

- Bring a backup machine and a second copy of your presentation on a USB drive

Joint Class Design Competition

Three projects will advance to the joint competition.

- Expert judges

- Certificates (1st, 2nd, 3rd place, and three finalists) and potentially prizes

April 7, 2-4 pm in BA1170

All are welcome to attend.

Participation in the joint competition will not affect your grades.

Elevator Pitches?

Emotion Implications

- How we feel about a product goes far beyond its usability.

- Happy or emotionally attached users are likely to forgive minor inconveniences.

- Angry or frustrated users are extremely critical and will abandon products forever.

E.g. OS X Yosemite reported crucial bugs in WiFi, Bluetooth, graphics performance lag, iOS 8 integration, e-mail, Safari...

Yet it reached a market share of adoption in 4 days that Windows 8 could not in 2 years.

When Is Usability Evaluation Harmful?

Usability Evaluation Harmful?

We've spent months on the iterative evaluation cycle of user-centered design.

Usability evaluation is extremely useful in many cases.

However, Greenberg and Buxton [2007] argue that it can be actively **harmful** in others.

- "Scientific" method yields weak existence proof: showing new system is better in at least one case, rather than all / most cases

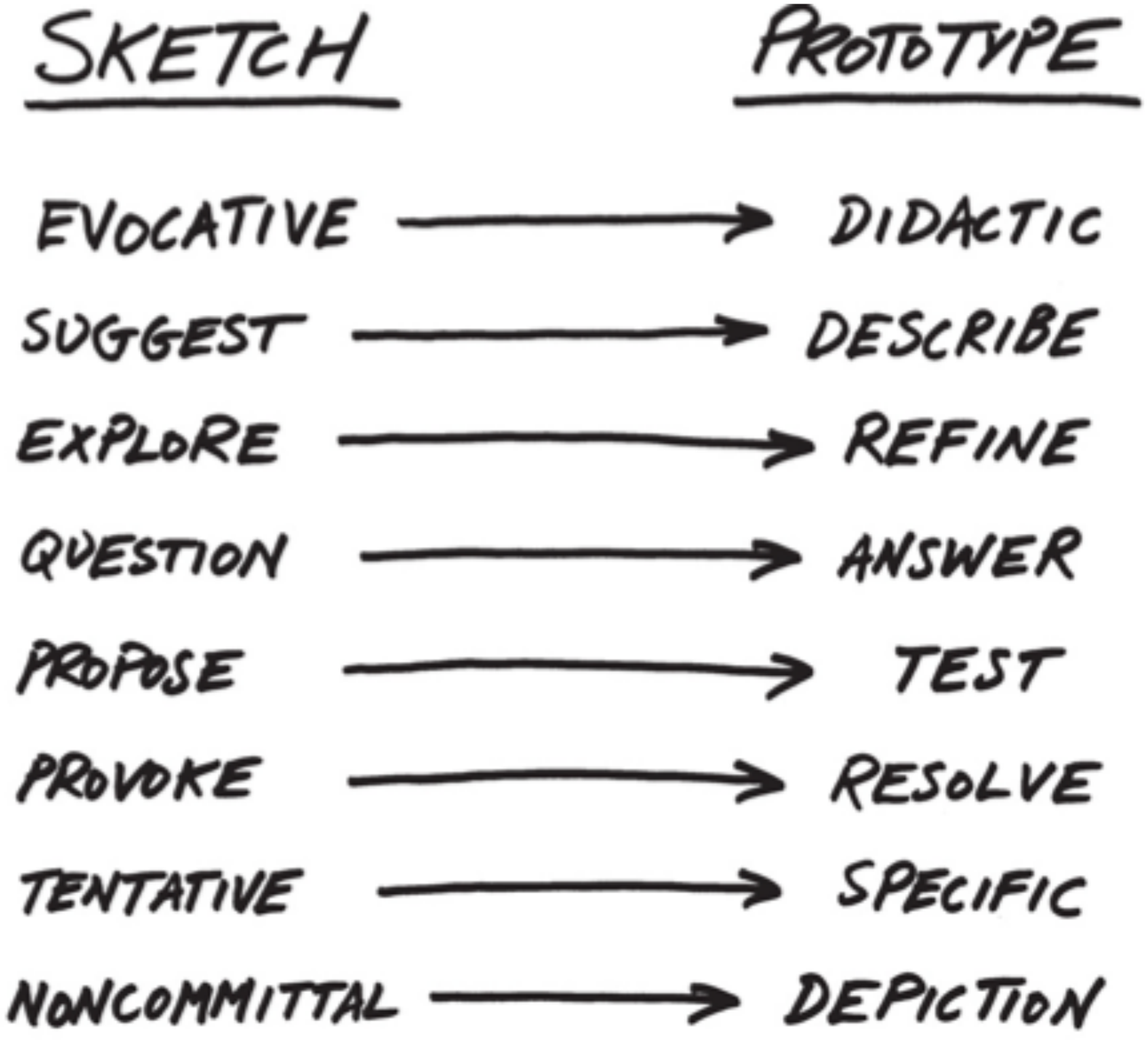
- Limit contributions to small incremental changes over current state

- Evaluation studies lack cultural context and immersion.

- Many ideas are evaluated **too soon**.

Sketches vs Prototypes

Early designs should be considered sketches, not prototypes.



Buxton 2007

Sketches may be interactive, polished, high-fidelity.

In sketches, we look for good things to expand on.

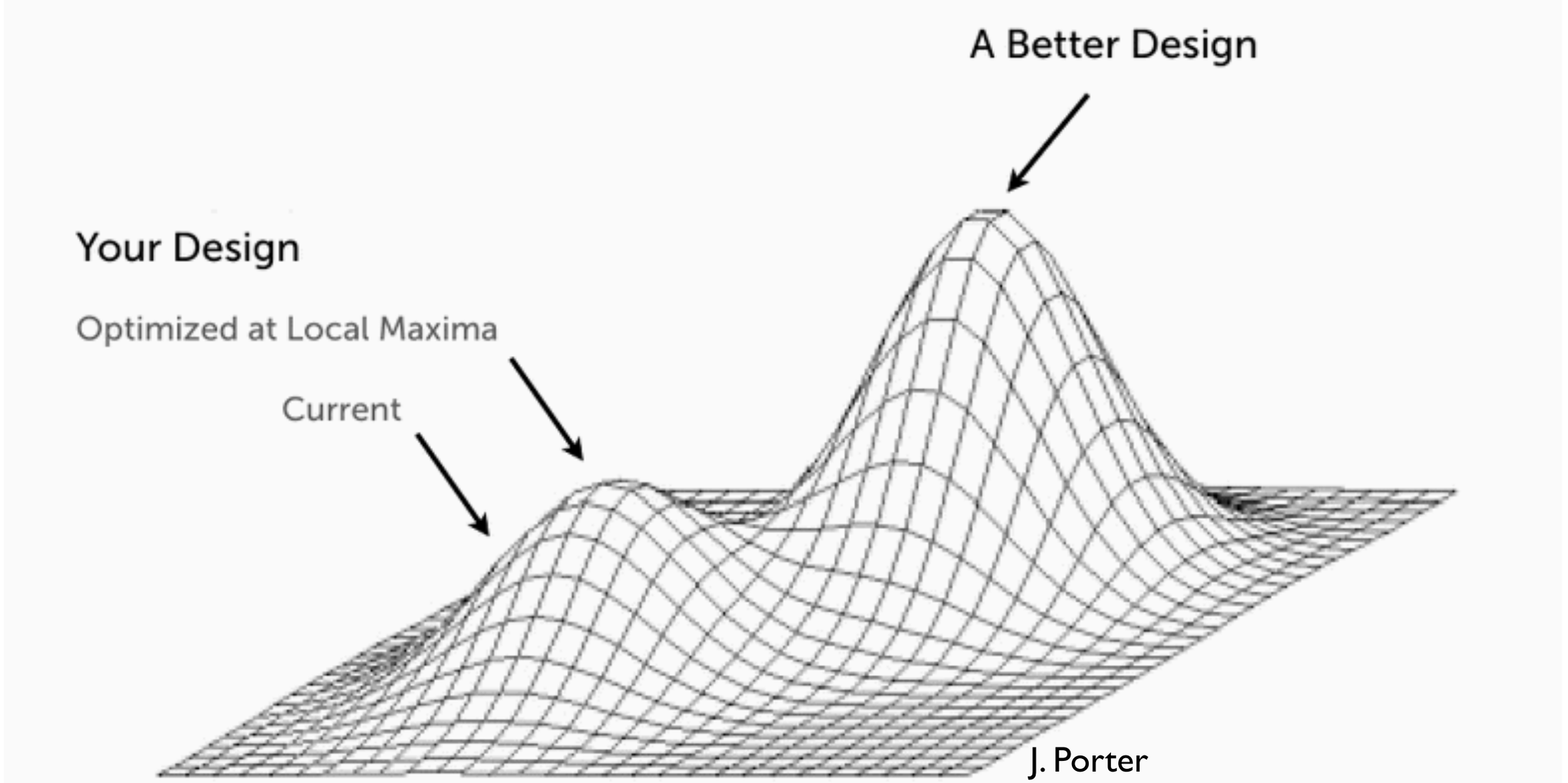
In prototypes, we look for bad things to fix.

Evaluating sketches is inappropriate.

Climbing the Wrong Hill

Evaluation, as we have been practicing it, will help you get the **design right**.

But are you working on the **right design**?



Questions?

REFERENCES

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This lecture is based on slides and content by:

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Materials from:

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