

Project 6 Document

Evaluation Plan

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I. WHAT ARE WE TRYING TO FIND OUT?

A. *A General Understanding of How the User Interacts with the Design/Prototype*

In our empirical evaluation, we will strive to learn how our selected user interacts with the prototype. We will track the ease of moving through the platform and performing tasks.

B. *Initial Feelings About the Layout and Content*

Using audio recording, we will document the user's thoughts as she completes her own discovery about the Buddify software. We will coach the user to be very candid and honest in her approach and offered commentary.

C. *Does the User Find the Design Intuitive and Easy to Use?*

One of our primary goals of the empirical evaluation will be to gain insight of the usability of the initial prototype created for the project.

D. *Does Our Current Implementation of the App Circumnavigate Possible Trust Issues?*

We will observe and question the user's feelings on the aspect of trust, and whether or not the prototype caused the user to imagine a level of trust created that would allow her to comfortably use the final product of the software.

E. *Are Functionalities of the Software Apparent and Easily Accessible?*

Without coaching, we will observe whether or not the user understands what the software was designed to do.

F. *Based on the design/prototype, what are the conclusive feelings about the product?*

Using our interview following the self-guided tour of the prototype, we will learn the ultimate feelings of the user regarding the software they independently navigated. This summation of the user experience will offer tremendous insight as to the effectiveness of our initial design.

G. *Does the user want to use the software when finished?*

We will learn whether the user is interested in using the final product and why.

II. THE EXACT TASK(S) WE INTEND TO EVALUATE

A. *Evaluation of design intuitiveness. Is the prototype easily navigable without coaching?*

We use a self-guided tour of the prototype to assess the intuitiveness of the design. By utilizing user commentary, we will gain valuable insight of the user experience.

B. *Is the user familiar with the control functionalities? (ie swipe screen, account access, etc)*

We will be evaluating the control functionalities of our design, by observing whether the user can easily navigate from one area of the site to the next. Such control tasks will include: button implementation, screen swipe, cancel function, go back, etc.

III. THE PARTICULAR USER

Whitney Kumar, age 34. Whitney is a stenographer and small-business owner. She is an average gym-goer. Whitney utilizes mobile apps for many aspects of her professional and personal life. When a new app is released that has relevance to her lifestyle needs she is very eager to be a user. Her mobile device is the iPhone 6. Whitney is passively seeking a positive work out partner to help with motivation but has no local friends to work out with. Whitney is 5' 7", mixed-race, and is a mother of 1 son and expecting a second. Whitney has been an active athlete for most of her adult life. A skilled golfer.

IV. THE TECHNIQUES WE INTEND TO USE

The techniques we intend to use are, Heuristic Analysis, along with Empirical Analysis. Performing a Heuristic Analysis will help us learn more about the current status of the application. We will look at certain elements closer and evaluate how well they follow Nielsen's 10 heuristics. These heuristics go over various concepts: Visibility of system status; Match between system and the real world; User control and freedom; Consistency and standards; Error prevention; Recognition rather than recall; Flexibility and efficiency of use; Aesthetic and minimalist design; Help users recognize, diagnose, and recover from errors; Help and documentation; Each heuristic will help us focus on certain elements and potentially find problems that we can later address when redesigning our prototype.

As stated, we will also use Empirical analysis in order to gain more knowledge about our applications status of learnability, visibility, and usability.

The order in which we will conduct these evaluations are as follows:

- Heuristic evaluation
- self-guided prototype tour with recorded commentary of the user. (empirical)
- post tour interview (semi-structured)

V. DATA COLLECTED

- audio recording of self-guided prototype tour with user commentary
- transcript of semi-structured interview
- expert heuristic evaluations

VI. MATERIAL TO BE USED

- mybalsamiq prototype

VII. POST SELF GUIDED INTERVIEW QUESTIONS -- SEMI STRUCTURED

Question 1: What was the difficulty level in navigating this prototype? Explain.

(continue discussion on navigation)

Question 2: Was there any element of the navigation that confused you? If so, which elements?

Question 3: What was the most attractive element of the design?

Question 4: What was the least attractive element of the design?

Question 5: How do you feel the elements of the design communicated their purpose?

Question 6: Are there any elements you think should be changed?

Question 7: Are there any elements you think we should keep?

Question 8: What are your general feelings about the design?

VIII. STRATEGIES FOR ISSUES IN INTERVIEW

Possible issues we may encounter would include technological and personal issues with the interviewee. Due to the semi-structured nature of the direct interview, the

interview will be conversational and little can be expected to go wrong.

However, during the self-guided tour of the prototype, we could possible experience technical difficulties with the audio/screen capture recording or the computer used to facilitate the tour.

To avoid not being able to conduct the self-guided tour, we will supply the interviewer with a back up computer and recording device. Therefore, if the first set of tools has a malfunction, we will have a backup to resume the interview.