Lab 3. User-Centred Evaluation

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1. Introduction

The laboratory exercise consists of three parts. The first part you conduct individually. The second and third part you conduct together with one more student and you write a joint report of your result including part 2 and part 3 of this lab. Before conducting part 3 it is recommended to have attended the lecture given before the lab for a good understanding of how to execute this part and the expected outcome.

Part 1.
In this part you will participate in a user study. The study is found at http://familjenronnberg.se/~niklas/trbh/ and takes approximately 10-15 minutes to conduct. You will be given instructions in the online study and conduct it accordingly. You are an actual participant in this research study that is part of the work among some of the members of the Information Visualization group at MIT/ITN. ☺ Thank you for participating! It is important that you can focus while performing the study, and also to hear the sounds using headphones, so make sure that you are in a suitable environment at the time. Also you need to use a computer and preferably one with a mouse.

Part 2.
In this part your task is to go through the entire study and now reflect upon it. That means to critically analyse and reflect upon:
- The instructions given. Where they enough for you to understand the aim of the study, how it should be executed by you, what was expected of you as a participants.
- The overall design of the study. Presentation of the different tasks? The total number of tasks? Procedure for response.
- What usability attributes were measured/recorded and how? (e.g. effectiveness, efficiency, satisfaction with associated measures such as accuracy, time etc.)
- The tasks of the test. Did you experience them as being representative and meaningful tasks?
- The questionnaire. Were the questions understandable? Did they seem like meaningful questions to ask after you had performed the tasks? Did you miss anything in the questionnaire? Would you have preferred some other questions, other ways to reply? Different number of scale steps?
- Anything else that you would like to comment upon, modifications to suggest for this specific study?

Here you work together with one other student. (It can be constructive to do this part in collaboration with another person). When you do this part, you go

through the test again. You just start a new session and this time you can conduct the tasks (some of them at least) and the questionnaire again to refresh your memory of what it was like and take your time to think and document. Answer the questions in the list above and clearly motivate your answers.

- Write a text of your findings and reflections (it is part of the labreport which also includes the text from part 3 of the lab).

Part 3.
In this part you will plan a study of your own. In the project work of this course you may conduct a user study and in this part you shall describe and motivate how such a study could be designed and conducted. What to evaluate here? You may think about the visual representations you have developed in your previous lab in this course and how that tool could be evaluated. Or you could choose to plan an evaluation of a website or social platform that you often use, dislike, like etc.

1. Chose one system to evaluate as described above.

2. Decide the aim with the study and what usability attribute(s) to investigate. For example effectiveness, efficiency, satisfaction, learnability, intuitiveness etc.

3. Choose what evaluation method(s) to apply, quantitative or/and qualitative, (measurement, interview, think aloud etc.). Often it is good to combine two or three methods for a good result.

4. Decide more precise how to measure the attributes (accuracy, time spent, attitudes etc). What should you measure, ask about, observe etc.?

5. What needs to be prepared? A number of tasks/scenarios, questions, a questionnaire, an interview guide etc.

6. Make a plan for the evaluation procedure and think of any material needed and what to prepare, for example written instruction material, scripts for the moderator if you present the study verbally, procedures for recording responses and other things that you should need to actually conduct the study. What would be the total time (approximately) of the study for each participant? Is the plan/the study suitable to execute in a distance mode/remote user test?

7. Describe how the results could be compiled, analysed and documented/presented.

8. Include the text in the report together with your findings from part 2.

9. Present your work for discussion and examination by Camilla and hand in the report in Lisam/Submissions/Lab 3 report. One report per pair of two students. Write both names on the report and one of you submit it in Lisam.