Lab 10: Part I - Cost-Importance Table

Instructions

Problems Identified in the CW sheets
Go through all the cognitive walkthrough sheets for each task and list the problems as noted by the evaluators for each task in their own table. Write a short summary of the problem (e.g., see row one). Also, include a reference to the task and which step/sin the task name/use-case name, and note how many evaluators noted this problem (sometimes all evaluators will note it and sometimes only one or two for example).

Importance/Severity
For each problem identified, give it an importance/severity value (MF, 5, 4, 3, 2, 1).
- Your evaluators gave 2-3 top fixes must fix that had to be done which represent MF (must fix regardless of any other measure). Note, since you had two groups of evaluators, *you may actually have 4-6 must fixes per task if each group of evaluators noted different issues. Include all as "MF" in this case.*

Importance values include:
- Importance = MF: Must fix, regardless (provided by the evaluators)
- Importance = x: (from 1 to 5 based on severity). If you have one or more evaluators who noted the same problem but gave it a different rating, *take the average.* You may round up the average if you feel as a group that the rating is more serious than the average. The ratings are listed below:
  - Rating: 5 - feature is mission critical, could have major impact on user experience (e.g., task blocked), is expected to occur frequently and might cause costly errors.
  - Rating: 4 - in between a 5 and 3 where the problem may not be as critical (i.e., may not stop a user from doing a task) but may cause a lot of user frustration and happen very frequently.
  - Rating: 3 - user can complete task, but with some difficulty (e.g., confusion and extra effort)
  - Rating: 2 – in between a 1 and 3, for example the problem may have little impact on performance but may slightly affect user satisfaction
  - Rating: 1 - low impact problem/s, has little impact on task performance or satisfaction (e.g., cosmetic) but is still worth listing

Solutions (s)
Sometimes the solution is quite simple (e.g., change label wording to better represent an interaction or to tell the user what happens when they click a button/link) or the solution may be more in depth (e.g., if a mobile device, divide information on one screen to more screens because it is too cluttered making it hard for a user, or rethink a metaphor that you used for a button, or you may have to redesign the look and feel of the screen, etc.). Some solutions will come from your evaluators and others will come from your group.

Cost
Normally, if you were in a company, the cost would be an estimated in person-hours for redesign. But for our table, ==as a team you should a 3-point rating of cost:==
- Rating of 1 – minimum time to make change (use a one for problems that you think would take 10 minutes or less to do on your paper prototype e.g., change the label of a button or move a button)
- Rating of 2 – more time needed to redesign (e.g., 20 minutes or less – e.g., the solution may affect other features on your page that may also require some redesign)
- Rating of 3 – more time needed (20+ minutes) because you need to think of the overall design (e.g., more than one screen, add more information, inform the user of a mistake in a meaningful way). You'll probably have few or even none of these since we used a LFP.

Priority Ratio
You want to reward high importance and penalize high cost items. So high importance items will boost up priority and high cost will bring it down. Use the following ratio: Priority ratio= (importance/cost) * 1000

Priority Ranking
Order the items with highest ratio number first (note, Importance "M" are always at the top, e.g., it doesn't matter how costly it is, these are the Must Change from the evaluators).

Cumulative Cost
Add up all the costs (see the slides or textbook on this).

Line of affordability
In a company this is often related to the total people hours given to make fixes. For your table, ==choose the top 8-10 priorities (if 10+ problems were identified) based on feasibility. Each team can adjust this slightly.== Note, if you have a task that has less than 8 problems you don't need a line of affordability in that table (i.e., it would be assumed that all could be addressed).

Resolution
In a company you would probably have the following resolutions: Fix now (above line of affordability), Fix - time permitting (just below the line of affordability), add to "wait-and-see list" (close to the line of affordability but low importance), table until next version, postpone indefinitely, probably never get to fix. ==For your table, you could have three resolutions: Fix now, fix-time permitting, fix in future versions.==

Cost-importance Table – Task 1 [Filter flights according to certain range of travel time]

Problem	Imp.	Solution(s)	Cost	Priority Ratio (imp/cost) * 1000	Prio. rank	Cuml. cost	Resolution
User will get confused by seeing all the filter options on one screen(Step 3, from Task 1, noted 3 times)	M	Provide the each filter option in different screen	1	M	1	1	Fix-now
User get confused as the clock format is in 24-hour but still it is showing AM/PM (Step 3, from Task 1, noted 2 times)	M	Remove the AM/PM from the time format	1	M	1	2 (1+1)	Fix-now
No proceed button given to book the ticket after the results are filtered (Step 4, from Task 1, noted 1 time)	M	Provide the proceed button to book the filtered ticket	1	M	1	3 (2+1)	Fix-now
Did not provide the date selected by user when selecting the depart after and arrive by time.(Step 3, from Task 1, noted 2 times)	M	Providing an option for date inputs alongside depart after and arrive by time.	2	M	1	5 (3+2)	Fix-now
The user will get confused as the result after the filter is same as before. (Step 4, from Task 1, noted 2 times)	M	Providing the results which matches the filter	1	M	1	6 (5+1)	Fix-now
User get confused it only shows "Time" filter applied tag though user applied more filter(Step 4, from Task 1, noted 2 time)	2.5	Show all the filter tag on the screen for the respective filters that has been applied	1	2500	2	7 (6+1)	Fix-now

Cost-importance Table – Task 2 [Filter activities according to certain range of dates]

Problem	Imp.	Solution(s)	Cost	Prio. Ratio (imp/cost) * 1000	Prio. rank	Cuml. cost	Resolution
User would not know how to book the activity (Task 2, Step 5, found 1 time)	M	Add a "View Details" button for each activity.	1	M	1	1	Fix now
Trending label missing from the search screen of activities. (Task 2, Step 2, found 1 time.)	3	Providing the correct label	1	3000	2	2 (1+1)	Fix now
User would not know how to select a city (Task 2, Step 2, found 1 times)	3	The city items are already clickable	1	3000	3	3 (1+2)	Fix now
User wants to see the timings for the activities on the activity item itself in the list (Task 2, Step 5, found 1 time)	3	Show timings in the activity card.	1	3000	4	4 (1+3)	Fix now
User expects the filter to be on top of the screen instead of bottom of the screen. (Task 2, step 3, found 1 time).	2	Solution is to give the filter button on top of the screen	1	2000	5	5 (1+4)	Fix now
User finds the filter button too small (Task 2, Step 3, found 1 time)	2	Make the filter button larger	1	2000	6	6 (1+5)	Fix now
User expects a calendar to select the date.	3	Add a calendar to select the date for h	2	1500	7	8 (2+6)	Fix now

Cost-importance Table – Task 3 [Compare the two hotels selected by user]

Problem	Imp.	Solution(s)	Cost	Prio. Ratio (imp/cost) * 1000	Prio. rank	Cuml. cost	Resolution
User didn't know which hotel they already selected for comparison. (Task 3, Step 6, found 2 time)	M	Showing the hotel name of the to-be-compared hotel.	1	M	1	1	Fix now
The user can't find the icons relatable for the homepage activities. (Task 3, from step 1, found 1 time).	M	Change the icons layout	1	M	1	2 (1+1)	Fix now
User expects to have booking button in the comparison screen of hotels. (Task 3, Step 7, found 3 times).	M	Adding booking buttons for each hotel in the comparison screen.	1	M	1	3 (1+2)	Fix now
User expected confirmation for the first selected hotel in comparison (Task 3, Step 4, found 2 times)	3	Display the user that one hotel is already selected for comparison.	1	3000	2	4 (1+3)	Fix now
User will not know how to view the details of a particular hotel and thereafter book the hotel (Task 3, Step 3)	2	Add a button with label 'View Details".	1	2000	3	5 (1+4)	Fix now
User expects a calendar to select the date. (Task 3, Step 2, found 1 time)	3	Add a calendar to select the date for selection for hotel search and show calendar icon.	2	1500	4	7 (2+5)	Fix now