**W10 mini assignment**

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**Task 1**

**How is the SSCW different from the Cognitive Walkthrough introduced last week?**

CW: (The Cognitive Walkthrough)

SCW: (Streamlined Cognitive Walkthrough)

SSCW: (Simplified Streamlined Cognitive Walkthrough)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | **CW** | **SCW** | **SSCW** |
| **Process** | **1** | Simulate a user’s problem- solving process at each step | Ask two straightforward questions at each walkthrough step | The researcher pretended to be a customer, walking through the individual steps for accomplishing that goal and give comments |
| **2** | Check to see the user’s goals and memory whether affects the next correct action | Only the most actionable data are collected | The rest of the product team members added their thoughts. |
| **3** |  |  | The research also monitored discussions |
| **Preparation** | | The characteristics of a typical user, the tasks to be evaluated, a prototype of the interface, and a clear sequence of actions needed to complete the task | Start with time-consuming training  and ground rules to set expectations and determine each participant’s role | No Training, others are same with The SCW |
| **Researcher** | |  |  | An HCI researcher, a user experience researcher, or any other usability professional – note-taker |
| **Participants** | | A usability expert and one or more expert evaluators of the software |  | Designers, program managers, developers, testers, and writers. |
| **Advantages** | | Quickly | Faster than CW | Faster than SCW |
| **Disadvantage** | | costly | Onerous tasks on large agile teams |  |
| **Result** | |  | Form documentation result | Form documentation result |

**What are the most important similarities between the SPW and a think-aloud?**

**What are the most important differences between SPW and a think-aloud?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **SPW** | **PW** | **Think-aloud** |
| **Users** | Real product users    The usability professionals and a subset of the product team members | A group of representative users  usability professionals and product development engineers | Representative users  As much as you can |
| conduct two sessions with four customers each | 6-10 real customers |  |
| **Process** | Users were provided with blank generic comment forms, as opposed to printouts with the step-by-step screens for PWs | The users make their points first at each step | 1.Recruit representative users  2.Give them representative tasks to perform.  3.Shut up and let the users do the talking. |
| **Benefits** | **Agility**  **Flexible** | **Individually** write down their answers before sharing | **Cheap**  **Flexible**  **Convincing**  **Easy to learn** |
| **Result From** | Blank generic comment forms  Session and notes (primary) | Printouts with the step-by-step screens | Note Record |
| **About Note** | Simplification | Complex | No standard |
| **Similarities** | Real product users | | |
| Evaluation by users’ behavior | | |

**What are the most important differences between SPW and the SSCW?**

The SSCWs find the obvious usability problems which are taken care of by the team before the first SPW session.

SSCWs remove distractions from the design, so participants can focus on making novel and interesting insights. SPWs provide the valuable customers’ real- world context to the evaluation.

**Task 2**

**Demo:**

1. List the tasks involved in a personally-designed interface

2. Put the personally-designed interface and related tasks into google drive

3. Do the interface - “the user can track their e-textbook progress”

4. Give an idea of additional tasks

**Report:**

1. List the tasks involved in a personally-designed interface
2. List personally-designed interfaces about prescribed tasks and additional tasks
3. “The design of the background questionnaire for the Think-Aloud”
4. List personally-designed interface for 1st version and explain it
5. From “track progress “ point, explain the rationale for the design of both the first and second interface
6. From “deep learning” point, explain the rationale for the design of both the first and second interface, in terms of group’s allocated persona
7. The detail content of “Think-Aloud for the first iteration”