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1 Interaction Design Supervision 2

- Don't mention features you want! Frame it like "We would expect this website to conform to this design pattern and we would expect that _____ and it doesn't".

- Relate flaws to the criteria of Heuristic Evaluation.

- Cognitive Walkthrough is very cost-efficient.

- Heuristic Evaluation is more about visual errors

- Cognitive Walkthrough is mainly oriented as usability problems

Dogfooding

- You get rid of most of the problems very quickly

- Employees may know the company too much and won't be too useful

- Power imbalance – for dogfooding you have to have a certain culture in the website

- Often, employees are not representative of the userbase

- You can get feedback without releasing information to the public

User Research Methods

In exploratory types of user research, you start with a hypothesis and then test using qualitative and quantitative. You then repeat these until you get a solid conclusion.

In embedded research you use both types of research.