

Effektevaluering: Teknikker og Verktøy

Usability studier del 1

Agenda

- Hva er Usability?
- Metode/teknikker for testing
- Eksempler
- Praktisk gjennomgang av verktøy
- Presentasjon av mappeoppgave 3

Bli kjent med brukerne:

«Hvorfor må vi gå til foreldrene dine? Kan vi ikke bare besøke hjemmesiden deres?»



Hva er Usability?

ISO definisjon:

«I hvilken grad et produkt kan brukes av målgruppen (brukerne) for å oppnå spesifiserte mål med effektivitet og tilfredshet i en spesifisert kontekst»

Hotels

- | | | |
|-----------|--|------------------|
| 1 | Baymont Inn & Suites- Westport | Airport Main |
| 2 | Best Western Plaza Inn - Airport | Airport Main |
| 3 | Best Western St. Louis Inn- Westport | Airport Main |
| 4 | Casino Queen Hotel | East Riverfront |
| 5 | Chase Park Plaza Hotel | Central West End |
| 6 | Cheshire Inn & Lodge <i>(Connect via MetroBus Route #2)</i> | Skinker |
| 7 | Clayton on the Park Hotel | Clayton |
| 8 | Comfort Inn - St. Louis Airport | Airport Main |
| 9 | Comfort Inn & Conference Center - Westport | Airport Main |
| 10 | Courtyard by Marriott - Airport/Earth City | Airport Main |
| 11 | Courtyard by Marriott - | |

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Aspekter knyttet til Usability

- Forståelsen av viktigheten
- Kunnskap om brukernes bruk av digitale grensesnitt
- Designprinsipper (hva fungerer og hvorfor)
- Hva kan man gjøre for å sikre god brukerkvalitet
- Viktig spørsmål kan være:
 - Hvem er brukerne?
 - Hva er målet deres?
 - Hvordan kan vi hjelpe dem dit?
- Må vekte «Business casen»

Metoder for Usability-testing

- **Oppgaveorientert**
 - Brukerne blir gitt en spesiell oppgave som skal gjennomføres, og det blir gjort observasjoner og notater
- **Over skulder observasjon**
 - Følger brukerne i egne og naturlige omgivelser
- **Eksplorerende**
 - Ikke gitte oppgaver som skal utføres, følger kun med på hva brukeren gjør og hvordan
- **Eye tracking**
 - Følger/registrerer hvordan øyene «ser» på skjermen
- **Online survey undersøkelse**
 - Kan postes på en webside eller sendes per e-post
- **Kvalitative intervjuer**
 - Kan gjennomføres i kombinasjon med andre metoder

Hva kan vi lære av testing?

- **Problemet med innholds organisering**
 - Noen ganger organiseres innholdet annerledes enn hva brukerne forventer
- **Problemer med navngivning**
 - Brukerne kan bli frustrert og feiledet av navngivning på seksjoner og linker
- **Problemer med plassering**
 - Brukerne kikker der de forventer å finne ting, for eksempel handlekurv og link til «startsidene»
- **Problemer med «gruppering»**
 - Brukerne forventer å finne relaterte temaer ”samme sted”, og ikke ”litt her og der”

Mener vi alle det «samme»?

“Four commercial usability labs have carried out a professional usability test of the same calendar program. This paper discusses similarities and differences in process, reporting and results.

Each usability lab was asked to carry out a ”normal” usability test of TTW and report the results in a usability report.

Each lab was asked to use its standard usability report format with one exception: The name of the company should not be directly or indirectly apparent from the report. Therefore, the usability labs are referred to as Team A, B, C, and D in the following”.

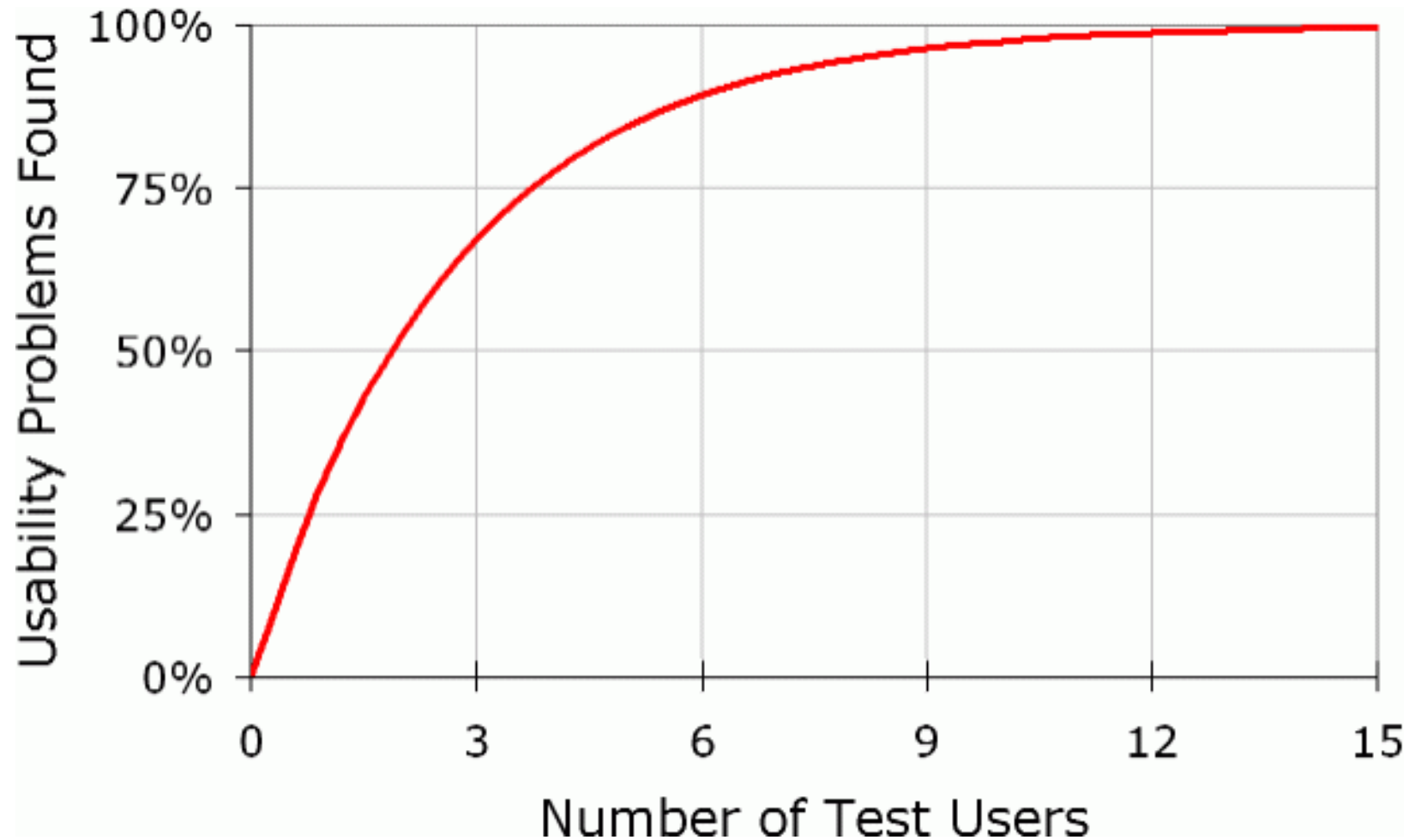
Kilde: Molich et al. (1998). «Comparative Evaluation of Usability Tests»,
Proceedings of the Usability Professionals Association 1998 (UPA98)
Conference, Washington D.C. USA, June 25-26

Table 3 presents comparative data about the usability test results.

| Team | A | B | C | D |
|--|------------------------------|----|----|----|
| 1. Number of reported problems | 4 | 98 | 25 | 35 |
| 2. Number of reported problems that include specific recommendations for improving the interface | 0 | 24 | 6 | 35 |
| 3. Number of reported problems that were encountered by one user only | 0 | 4 | 2 | 8 |
| 4. Number of reported problems that deal exclusively with aesthetics (choice of colors, etc.) | 0 | 0 | 5 | 1 |
| 5. Problems classified by severity Recommended in [1] | All four problems are severe | No | No | No |
| 6. Number of positive findings reported. Recommended in [1] | 1 | 4 | 3 | 0 |
| 7. Number of reported suggestions from test participants for improving the interface | 0 | 2 | 5 | 0 |
| 8. Number of program errors reported | 0 | 1 | 0 | 0 |
| 9. Indication of how many users encountered each problem Recommended in [1] | Yes | No | No | No |

Table 3. Comparison of usability test results.

Hvor mye skal man investere i Usability-testing?



Kilde: Jakob Nielsen

Online undersøkelse (fordeler)

- Vanligvis rask respons
- Lett å purre
- Ingen kopi eller porto kostnader
- Datamateriale kan samles rett i en database for analyse
- Kortere analysetid
- Når mange respondenter (stor utvalg)
- Tidseffektivt
- Anonymt

Online undersøkelse (ulempes)

- Lav svarprosent
- Ingen mulighet for oppfølgingsspørsmål
- Liten mulighet for hjelp (avklare uklarheter)
- Mindre forpliktende for respondenten
- Meget tidkrevende å lage gode spørsmål
- Ethiske forhold



Spørsmål og svar

- «Ja/Nei» avkryssingsbokser
- Sjekkbokser med flere muligheter (multiple choice)
- Rangering (eks. Likert Scale)
- Ulike skalaer (tallbasert/språklig basert)
- Åpne svar (fritekst felt)

Eksempel

The screenshot shows the official website of Oslo kommune. At the top, there's a header with the Oslo logo and navigation links like 'Ledige stillinger', 'Tilrettelagt i Oslo', 'Kart', 'Kontakt', and 'Engelsk'. Below the header is a search bar. The main content area is divided into several columns:

- TJENESTETILBUD**: A list of services including 'Anskaffelser', 'Barn og unge', 'Bølg, bygg og byutvikling', 'Brannvern', 'Eiendom', 'Eldre', 'Funksjonshemmede', 'Helse', 'Idrett', 'Kultur og friluftsliv', 'Miljø', 'Næring/skatt/avgifter', 'Omsorg og sosial', 'Parkering', 'Renovasjon og avfall', 'Rusken', 'Samferdsel', 'Styrer, råd og utvalg', 'Tekniske tjenester', 'Tolketjenester', 'Utdanning og skole', and 'Vann og avløp'. There's a link to 'SELVBETJENING Skjemaportalen'.
- Miljøledelse 09**: A news item dated 19.10.2009 about a seminar on environmental management for all employees on Wednesday, November 3rd, at Majorstuen. It includes a link to the program and registration.
- Oslo folkehelsepris 2009**: A news item dated 19.10.2009 about the awarding of the Oslo Public Health Prize 2009 to Gamle Logen in Oslo. It includes a link to read more.
- POLITIKK**: A section for political news, including 'BYSTYRET' (Byrådssavdelingen, Nyheter og aktuelt, Pressemeldinger), 'BYRÅDET' (Byrådsavdelingene, Nyheter og aktuelt, Pressemeldinger), 'Budsjett 2010', and 'Søk i politiske saker'. It also features a 'POLITISK KALENDER' with dates for meetings in October.
- AKTUELT**: A section for current events, including 'Svineinfluensa (Influenza A (H1N1))', 'Vaksinasjon i Oslo', and 'Spørsmål og svar om svineinfluensa'.
- OM OSLO KOMMUNE**: A section for information about the municipality, including 'Om kommunen' (Bydeler, Etater/Bedrifter/Foretak, Andre nettstedet), 'Offentlighet', 'Internasjonalt', 'Varsling', and 'Lenker'.
- PUBLIKASJONER**: A section for publications, including 'Årsberetninger', 'Budsjett', 'Brosjyredatabase', and 'Oslo - Oslo kommunes informasjonsavis'. It includes a link to 'Flere publikasjoner'.

At the bottom, there's a footer with contact information: 'postmottak@oslo.kommune.no', 'Ansvarlig redaktør: Informasjonssjef Erik Hansen', and 'Redaktør: Spesiellrådgiver Bente M. D. Bestliansen'.

1. Hvem er ordfører i kommunen?
2. Hvor mange innbyggere er det i kommunen?
3. Hvor mange stillinger er for tiden ledig i kommunen?
4. Hva er adressen til barnehage som først blir presentert i oversikten over barnehager?
5. Når er åpningstidene til helsestasjonen i kommunen?
6. Du skal sende et brev til kommunen, hva er adressen?

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Det var lett å finne svaret på spørsmålet

(helt enig) 1 – 2 – 3 – 4 – 5 – 6 – 7 (helt uenig)

Det var lett å finne svaret på spørsmålet

(helt enig) 1 – 2 – 3 – 4 – 5 – 6 – 7 (helt uenig)

Det var lett å finne svaret på spørsmålet

(helt enig) 1 – 2 – 3 – 4 – 5 – 6 – 7 (helt uenig)

Det var lett å finne svaret på spørsmålet

(helt enig) 1 – 2 – 3 – 4 – 5 – 6 – 7 (helt uenig)

Eksempel

<http://www.webqual.co.uk/instrument.htm>

| | Strongly Disagree | | | | Strongly Agree |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. I think I would like to use this website frequently. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. I found the website unnecessarily complex. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. I thought the website was easy to use. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. I think I would need Tech Support to be able to use this website. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. I found the various functions in this website were well integrated. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. I thought there was too much inconsistency in this website. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. I would imagine that most people would learn to use this website very quickly. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. I found the website very cumbersome to use. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 9. I felt very confident using the website. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 10. I need to learn a lot about this website before I could effectively use it. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| Overall Reaction to the Website | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
|---------------------------------|-------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------------------|
| 1. | terrible | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | wonderful <input type="radio"/> |
| 2. | difficult | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | easy <input type="radio"/> |
| 3. | frustrating | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | satisfying <input type="radio"/> |
| 4. | dull | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | stimulating <input type="radio"/> |
| 5. | rigid | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | flexible <input type="radio"/> |

| Web Page | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
|-----------------------------------|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| 6. Reading characters on the page | hard | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | easy <input type="radio"/> |
| 7. Organization of information | confusing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | very clear <input type="radio"/> |
| 8. Sequence of pages | confusing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | very clear <input type="radio"/> |

| Terminology and Website Information | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
|--|--------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|
| 9. Use of terms throughout website | inconsistent | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | consistent <input type="radio"/> |
| 10. Terminology is intuitive | never | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | always <input type="radio"/> |
| 11. Position of messages on screen | inconsistent | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | consistent <input type="radio"/> |
| 12. Prompts for input | confusing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | clear <input type="radio"/> |
| 13. Website informs about its progress | never | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | always <input type="radio"/> |
| 14. Error messages | unhelpful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | helpful <input type="radio"/> |

| Learning | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
|---|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------|-----------------------|
| 15. Learning to use the website | difficult | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | easy | <input type="radio"/> |
| 16. Exploring new features by trial and error | difficult | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | easy | <input type="radio"/> |
| 17. Performing tasks is straightforward | never | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | always | <input type="radio"/> |
| 18. Help messages on the screen | unhelpful | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | helpful | <input type="radio"/> |
| 19. Supplemental reference materials | confusing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | clear | <input type="radio"/> |

| Website Capabilities | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | NA |
|---|----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|-----------------------|
| 20. Website speed | too slow | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | fast enough | <input type="radio"/> |
| 21. Website reliability | unreliable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | reliable | <input type="radio"/> |
| 22. Sounds associated with this website | detracts value | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | adds value | <input type="radio"/> |
| 23. Correcting your mistakes | difficult | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | easy | <input type="radio"/> |
| 24. Designed for all levels of users | never | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | always | <input type="radio"/> |

| Overall Reaction to the Website | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | NA |
|---|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|-----------------------|
| 1. Overall, I am satisfied with how easy it is to use this website | strongly disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | strongly agree | <input type="radio"/> |
| 2. It was simple to use this website | strongly disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | strongly agree | <input type="radio"/> |
| 3. I can effectively complete my work using this website | strongly disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | strongly agree | <input type="radio"/> |
| 4. I am able to complete my work quickly using this website | strongly disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | strongly agree | <input type="radio"/> |
| 5. I am able to efficiently complete my work using this website | strongly disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | strongly agree | <input type="radio"/> |
| 6. I feel comfortable using this website | strongly disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | strongly agree | <input type="radio"/> |
| 7. It was easy to learn to use this website | strongly disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | strongly agree | <input type="radio"/> |
| 8. I believe I became productive quickly using this website | strongly disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | strongly agree | <input type="radio"/> |
| 9. The website gives error messages that clearly tell me how to fix problems | strongly disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | strongly agree | <input type="radio"/> |
| 10. Whenever I make a mistake using the website, I recover easily and quickly | strongly disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | strongly agree | <input type="radio"/> |

Gjennomgang av verktøy



SurveyMonkey.com
because knowledge is everything



Gjennomgang av mappeoppgave

3

