



Universidade de Aveiro
Departamento de Electrónica,
Telecomunicações e Informática

Guidelines for the presentation of the Analytic Evaluation assignment



Presentation date

- Assignments shall be done by all the members of the group
- Slides shall be submitted via Moodle until **April 8 or 13** (according to the schedule of your Lab class) with a file name:

Number of the Lab Class-Name of the product:

e.g. P1-IEEEExplore
or P4-Meo-mobile

- Presentations will be done during the following Lab classes:
Thursday, April, 8, 15
Tuesday, April, 13, 20

Presentations - contents

- Presentations must:
 - Include in the 1st slide:
 - The name of the product evaluated
 - Name, number, and study program of the presenters
 - Name of the course and date of presentation and class (P1, P2, P3, P4, P5, P6, P7)
 - Explain the choice of this product
 - Briefly describe the product, its objectives, target users and main UI aspects
 - Briefly describe how the evaluation method was used (Heuristic Evaluation (HE) with which set of heuristics and severity scale, and Streamlined Cognitive Walkthrough (if used))
 - Describe the main potential usability issues found with Heuristic Evaluation
 - Describe the main potential usability issues found with Cognitive Walkthrough
 - Show a summary of the problems found with HE by each evaluator in a table
 - Make a general appreciation of the product usability

Results:

Heuristic Evaluation

- Concerning each main potential usability issue presented include:
 - Brief description including an illustrative figure
 - Heuristic(s) not complied with
 - Severity degree
- Cognitive Walkthrough
- Concerning each main potential usability issue presented include:
 - Brief description of the task analyzed and target user
 - Brief description of the issue including an illustrative figure
 - Which of the two questions failed

Examples:

- Heuristic Evaluation
 - Issue: On/off button does not work
 - Heuristic: Visibility of the system status
 - Severity: 4, 4, 4, 4



- Help button at the bottom of the page. May be difficult to find.
- Help and Documentation
- Severity: 1, 2, 1, 0



- No information on how to leave Full Screen
- Recognition rather than recall/
User control and freedom
- Severity: 2, 1, 1, 2



To conclude the results of HE
include a table summarizing the
findings of all the analysts
(as the example)

Note: if you want an aggregated
value use median not average

	Alice	Bob	Carol	David	median
screen capture	3	3	2	2	2.5
delete inconsistente	3	2	3	3	3
Internet connection	2	3	2	0	2
copy-paste	3	2	3	3	3
spell checker	2	2	2	3	2
UNDO VS ctrl-Z	2	2	3	3	2.5
alternate diagrams button	1	1	2	1	1
shape formatting	2	2	1	2	2
hidden features	3	3	2	2	2.5

Cognitive Walkthrough:

Task- Turn on and off the video projector using the remote control or directly on the projector

User- any student from the University

Issue: Two buttons On and Standby
(with the On/Off symbol)

Q1- Will the user know what to do at this step?

Possibly not!



Presentations

- Presentations must:
 - Last for 15 minutes (maximum)
 - Have ~15 slides (maximum) in English
- Slides must:
 - Be terse and coherent
 - Be numbered (except for the first one)
 - Not use too much text, too many colors, animations, complex backgrounds, etc.
 - Include figures to illustrate the problems
 - Include videos, demos, etc., if suitable



Presenters

- During the presentation, must:
 - Use a formal, correct and accurate language
 - Speak clearly, fluently and enthusiastically
 - Look at the audience and have a correct stance/ attitude
 - **Do not exceed given time** nor make a presentation too short

- 15 minutes is not much time!
- Carefully select what to include in the slides and say during the presentation as to make the most of your work
- Prepare the presentation and practice it
- Anticipate the questions



Assessment

- Assignments will be assessed taking into consideration:
 - Quality of the Evaluation reported:
 - Description of the product evaluated, objectives and target users
 - Brief description of the method used (including heuristics and severity scale used)
 - Description of the main usability problems, corresponding heuristics and severity degree as well as suggestions to improve the UI
 - Description of positive aspects (if necessary)
 - Table summarizing the problems found by each evaluator
 - General appreciation of the UI usability
 - Simple example of Cognitive walkthrough (at least an important task)
 - Quality of the presentation:
 - Organization and clarity of the slides
 - Presentation (motivation, clarity and attitude)
 - Time
 - Answers to the questions