UXTesting

In the appointment scheduling system project for the psychology clinic of the UADY's Psychology Faculty, there were various quality attributes related to UX that were "implemented" in the final prototype, with most of them being applied through an "It seems good" approach, with some knowledge of the attribute being considered. Defining attributes for UX can be tricky due to the breadth of the term, and in theory, lacking most quality attributes can negatively affect the user experience. However, there's one attribute that was applied in the "It seems good" way without any defined metrics or testing: "Look and Feel" or user interface aesthetics. "Look and Feel" refers to the overall aesthetic and interactive style of a user interface, encompassing both the visual appearance and the user's experience with the application's elements. Testing this attribute might be challenging due to its inherent subjectivity, but there are still ways to measure it, such as using the CSAT (Customer Satisfaction Score).

The CSAT metric is used for measuring satisfaction levels. In the context of Look and Feel, it can help determine whether the user interface is visually and functionally pleasant for the user. It can be applied easily by conducting user surveys, with straightforward questions like "How satisfied are you with our product or service?" or more specific ones regarding satisfaction with the user interface. These questions should be presented on an ordinal scale, such as, 5 – Very satisfied, 4 – Satisfied, 3 – Neutral, 2 – Unsatisfied, 1 – Very unsatisfied.

With the data gathered, the CSAT can be calculated by dividing the number of satisfied users (4 and 5) by the total number of users surveyed. The Look and Feel attribute is relevant to the project due to inconsistencies in the design, such as differing styles between key parts of the interface (even between elements within it) like inconsistent hover functions across buttons. A test case for this attribute would involve a "test" navigation through the system by a potential user, who would note down relevant observations during use. At the end of the session, a satisfaction survey would be applied. Other metrics, such as task completion time and open ended questions to address specific problems with Look and Feel, could also be included.

Even though CSAT is simple and consistent, there are still some concerns about its reliability, such as: Is there a solid way to define "satisfaction"? Can we really rely on users to accurately evaluate the Look and Feel of the project? Having some objective support, such as knowledge of visual interface design principles (e.g., color theory, layout composition), is highly recommended when using CSAT to evaluate Look and Feel.