Expert Reviews, Usability Testing, Surveys, and Continuing Assessments

Sameer Kharel

Introduction

- A few years ago, it was just a good idea to get ahead of the competition by focusing on usability and doing testing, but know the rapid growth of interest in usability means that failure to test is risky indeed

- One troubling aspect of testing is the uncertainty that remain even after exhaustive testing by multiple method

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Expert Reviews

- Heuristic Evaluation

- Guidelines Review

- Consistency Inspection

- Cognitive Walkthrough

- Formal Usability Inspection

Usability Testing and Laboratories

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Contd…

- Detail test plan is developed

- Domain are identified

- Participants are chosen

- Treat with respect

Contd…

- Think aloud
  - retrospective think aloud

- Videotaping

- Field tests

- Can-you-break-this

- Competitive usability testing

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Contd…

- Paper mockups and prototyping
  - Low-fidelity
  - High-fidelity

- Remote usability testing

- Universal usability testing

Survey

- Written user surveys are a familiar, inexpensive, and generally acceptable companion for usability tests and expert reviews.

- A survey form should be prepared, reviewed among colleagues, and tested with small sample of users before a large-scale survey is conducted.

Contd…

- Survey goals can be tied to the component of OAI model of interface design.

- Online surveys avoid the cost and effort of printing, distributing, and collecting paper forms.

SurveySwf.swf | Draw | ↖ | Stop Sharing | Full Screen | ☰▾

Add Questions to : Seminar Feedback

Likert | Yes/No | MCQ | Open Survey | Export as XML | Cancel

The Presentation time was sufficient.

○ Strongly Agree

○ Agree

○ Neutral

○ Disagree

○ Strongly Disagree

Delete | Edit

You could hear Audio from Broadcast in Meeting Room

○ Yes

○ No

Delete | Edit

You connected to Meeting Via:

○ Connect Addin

○ IE browser

○ FireFox Browser

○ Chrome Browser

Delete | Edit

Sync

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2. PART II: RATING INSTRUCTIONS
- Please rate only the course/course component (lab, lecture, segment, etc.) as requested.
- Base your ratings on your expectations for courses of similar type and size (e.g., large lecture, small lecture, multi-instructor courses, practicum, labs, or distance education courses).
- Please rate each item independently of the others.

2.1 The overall quality of instruction was
(Unacceptable, Very Poor, Poor, Satisfactory, Good, Very Good, Excellent, N/A)

2.2 The course outline or other descriptive information provided enough detail about the course (e.g., goals, reading list, topics covered, assignments, exams, due dates, grade weightings).
(Strongly Disagree, Somewhat Disagree, Neither Agr nor Disagr, Somewhat Agree, Strongly Agree, Agree, N/A)

2.3 The course as delivered followed the outline and other course descriptive information.

2.4 The course material was presented in a well-organized manner.

2.5 Student questions and comments were responded to appropriately.

2.6 The course content was communicated with enthusiasm.

2.7 Opportunities for course assistance were available (e.g., instructor office hours, out-of-class appointments, e-mail, telephone, websites).

2.8 Students were treated respectfully.

2.9 The evaluation methods used for determining the course grade were fair.

2.10 Students' work was graded in a reasonable amount of time.

2.11 I learned a lot in this course.

2.12 The support materials (e.g., readings, audio-visual materials, speakers, field trips, equipment, software, etc.) used in this course helped me to learn.

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Writing Good Survey Questions

▼ Block 1   [Block Options ▼]

Q3 ☐ Please indicate your level of alcohol consumption.

No consumption	Heavy consuption	Impossible amount to consume
0 1	2 3	4 5

Level of alocohol consumption

Q4 ☑ Please indicate your level of alcohol consumption.

No consumption	Moderate consumption	Heavy consumption
0 1	2 3	4 5

Level of alocohol consumption

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⊕ Copy Questions From...   ⊕ Create a New Question

Acceptance Test

- For large implementation projects, the customer or manager usually sets objective and measurable goals for hardware and software performance.

  Criterion

  - Time for users to learn specific functions

  - Speed of task performance

Contd

- Rate of errors by users

- User retention of commands over time

- Subjective user satisfaction

The central goal of acceptance testing is not to detect flaws, but rather to verify to requirement

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Evaluation During Active Use

-Interviews and focus-group discussions

-Continuous user-performance data logging

-Online or telephone consultants

-Online suggestion box trouble reporting

-Online bulletin board or newsgroup

-User newsletters and conferences
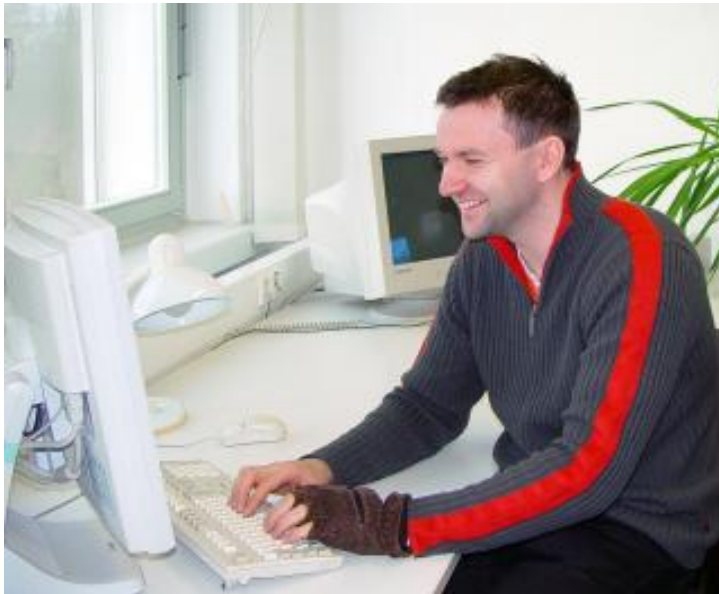
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Contd…

Interviews and focus-group discussions

Contd…

Continuous user-performance data logging

```
09/25/2010                              USER PERFORMANCE REPORT
15:33:21      DATE RANGE: 09/20/10-09/20/10 HOURS: 7AM - 9AM
```

USER ID/PH# OR EXT/WORKGROUP	DATE	HOUR	TOTAL CALLS	TOTAL DURATION	AVERAGE DURATION	AVERAGE TIME TO ANSWER	TOTAL TIME ON HOLD	AVERAGE TIME ON HOLD	TOTAL ABANDONED CALLS	AVERAGE ABANDONED TIME	%
SJOHNSON 12345 SERVICE	09/20/10	7AM	17	01:16:01	00:00:46	00:00:15	00:12:45	00:00:45	4	00:03:25	24%
	09/20/10	8AM	25	00:18:31	00:00:35	00:00:25	00:18:45	00:00:46	2	00:05:15	8%
	09/20/10	9AM	41	00:43:33	00:01:04	00:00:18	00:30.36	00:00:32	2	00:05:35	4%
**** TOTALS FOR SJOHNSON ****			57	02:12:34	00:01:16	00:00:19	01:02:06	00:00:41	10	00:04:45	18%
BSMITH 12346 SERVICE	09/20/10	7AM	12	00:15:35	00:01:18	00:00:14	00:09:00	00:00:41	0	00:00:00	0%
	09/20/10	8AM	18	00:12:15	00:00:41	00:00:18	00:13:30	00:00:32	2	00:04:15	8%
	09/20/10	9AM	24	00:20:41	00:00:52	00:00:16	00:18:01	00:00:36	1	00:05:01	4%
**** TOTALS FOR BSMITH ****			54	00:48:26	00:00:57	00:00:16	00:40:31	00:00:36	3	00:04:30	5%
**** OVERALL TOTALS ****			111	03:01:00	00:01:08	00:00:18	01:42:37	00:00:38	13	00:04:38	1%

Contd…

Online or telephone consultants

Contd…

Online suggestion box trouble reporting

Contd…

Online bulletin board or newsgroup

Contd…

User newsletters and conferences

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THANK YOU!!!

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