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Project Report

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[Student Name]

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*[NOTES:*

***DELETE all blue comments that are in the brackets and replace with black text***

*Make sure to change [Student Name] in the header, the title page, and the file name to your name (maybe just do it right now) ☺*

*In any of the sections feel free to add diagrams, charts, images, or screen shots that will help explain or describe*

*When the document is finalized and before submission*

* *Update the table of contents by right clicking on it and click update field, which will automatically update all the page numbers*
* *Make one more pass to check for any basic mistakes. Two things you can try to catch mistakes is to read the paper out loud and then to read it backwards*
* *Verify that a reader can follow you thought process from problem, to solution, to results*

*]*

# Introduction

## Purpose

[*Describe the problem generally by identifying* *the* ***concerns****,* ***questions****, and* ***goals*** *for the project. Things to think about include the following. How easy is it for users to find the information they are looking for? How easily do the users find the appropriate buttons to continue? How distracting is the page?*

*These can be quite broad; for example, "Can users navigate to important information from the prototype's home page?" They can be quite specific; for example, "Will users easily find the search box in its present location?" In each round of testing, you will probably have several general and several specific concerns to focus on.]*

## Tasks Identified

*[Describe the tasks that are the focus of this project, this is a high level description of the tasks, in the Analysis section the tasks will be more specifically defined*

*Note that these tasks are the tasks that a common user would perform in the website you are redesigning. These tasks ARE NOT related with the tasks you, as a designer, should complete for the new design.]*

## Assumptions

*[Describe any assumptions you are making]*

# Analysis

## Personas

*[Describe each of the personas (3 to 5) you will be using during your analysis]*

## Task Analysis Tools

*[This section will describe the different tools you used in analyzing the application’s usability. e.g., heuristic analysis, cognitive walk through, etc.*

*You should include the actual filled forms and/or tables as appendix of your document.]*

## Task #1

### Task Detail #1

*[This section will detail out the steps of task #1]*

### Task #1 Analysis

*[This section will describe the results of the analysis that are specific to Task #1 and the associated steps.]*

### Task #1 Discussion

*[This will combine the results of the analysis with cognitive concepts to draw conclusions]*

## Task #2

### Task Detail #2

…

### Task #2 Analysis

…

### Task #2 Discussion

## Task #3

*[Add more tasks as required with the headings used above]*

# Prototype and Design

## Overview of Prototype and Design Features

*[A high level description of the prototype. You could / should include here (or as an appendix) snapshots of your new website.]*

## Task #1

### Task #1 Design

*[This section will indicate what updates are to be implemented to improve the application. This part should also discuss whether the updates are expected to impact usability or user experience.]*

### Task #1 Design Justifications

*[For the design decisions, include a justification of the design decisions. You can base the justifications on general usability principles, cognitive strengths/weaknesses, user feedback, heuristic evaluation results, cognitive walkthrough results.]*

### Task #1 Prototype

*[This section will describe the prototype in detail, as it relates to Task#1. Please use words and screen shots to describe the functionality. Compare and contrast the old version and new version by placing screen shots from the old and new versions beside each other.]*

### Task #1 Prototype Rational

*[Describe why you picked this prototype, what are the advantages and disadvantages with respect to your requirements and your ability to evaluate it? Also, explain how the prototype meets the underlying goals of the project and the designs. ]*

## Task #2

*[Add more tasks as required with the headings used above; you should have the same number of tasks in this section as the analysis section]*

# A/B Testing

## Participants

*[Indicate the number and types of participants to be tested you will be recruiting. Describe how these participants were or will be recruited. If the participants are to be compensated, you should include that information.]*

## Scenarios

*[A scenario is the combination of a single task or set of tasks in which the user is given specifics in order to execute the tasks and return with the desired information. For example, if the task was to search for airline tickets the user would be given the originating airport, destination airport, travel dates, budget, etc. When presented to users, the scenarios will not include any information about how to accomplish a task.*

*You should include the document you are going to hand to the participants with the instructions to complete each of the scenarios as an appendix of this document.*

*For each task in a scenario, identify the main pathway and any alternative pathways for completing the task. Although this information will not be presented to the test subjects, it is useful for the observers and note-takers.*

*All the scenarios together should take between 5 and 10 minutes for the participants to complete.*

*Beside the document you will hand to the participants, there is needed a guideline for the researcher to follow during the study. This guideline includes from the greetings to the participant; to the instructions for the researcher to read to the participants, e.g., “The first thing for you to complete is the background survey, for this, please go to the <Crome | Safari | FireFox| …> browser window and complete the questionnaire;” to the thanks message at the end of the session. You should include the whole document as an appendix of this document.]*

## Equipment

*[Indicate the type of equipment you will be using in the test; desktop, laptop, mobile/Smartphone. If pertinent, include information about the monitor size and resolution, operating system, browser etc. Also indicate if you are planning on recording or audio taping the test sessions or using any special usability testing and/or accessibility tools.*

*Some equipment you might consider:*

* *Stop watch*
* *Camera*
* *Screen capture*
* *Extra monitor that mirrors the subject’s screen*
* *EEG (Emotiv Epoch, Emotiv Insight, ABM X-10)*
* *Eye Tracking* 
  + *Mobile (Tobii Glass1 or 2)*
  + *Fixed to Monitor (Tobii X2-60)*
* *Shimmer3 GSR*
* *IMotions 6.0 (software for recording sensor data, subject responses, and executing test)*
* *Facet Facial Expression Capture*

*]*

## Subjective Metrics

*[Subjective metrics will be pulled from the instruments we talked about in class as well as some of the following:*

***Background questionnaire****: Include the questions you are going to ask the participants prior to the sessions. These questions will help you get a baseline of the user. You will want to include any questions that might help shed light on their use of the system.*

***Post session questionnair****e: after each task scenario is completed (ease and satisfaction questions about the task), and overall ease, satisfaction and likelihood to use/recommend questions when the sessions is completed. Make sure the questions are as neutral as possible without biasing them towards a particular outcome. These evaluations are self-reported participant ratings for satisfaction, ease of use, ease of finding information, etc. where participants rate the measure on a 5 to 7-point Likert scale.*

*In addition, the post-session questionnaire might also include a questions asking the participants to provide what they liked most about the site, what they liked least about the site, and recommendations for improving the site.*

*You have to include the questionnaires you used as appendixes of this document.]*

## Quantitative Metrics

*[Describe the metrics being used in the test; explain what aspects of the interaction between the user and the application the metrics are expected to describe.*

*Some example quantitative metrics include the following:*

***Time On Task****: The amount of time it takes the participant to complete the task.*

***Path Deviations****: The number of times on which the user deviated from the expected path*

***Number of steps****: Track the number of steps completed by the user in order to complete a scenario*

***Successful Task Completion****: Each scenario requires the participant to obtain specific data that would be used in a typical task. The scenario is successfully completed when the participant indicates they have found the answer or completed the task goal. In some cases, you may want give the participants multiple-choice questions. Remember to include the questions and answers in the test plan and provide them to note-takers and observers.]*

*Additional quantitative metrics can be captured, just include them here.*

*Please make sure that you specify which metrics are used for each of the scenarios.]*

## Test results

*[Using text, tables, and graphics detail out the results of tests for the participants]*

*[Use the table from the spreadsheet to compare the results from the A and B tests]*

# Conclusions

## Discussion of Results

*[Pull everything together, the analysis, design, prototype, and testing. Discuss how things did or did not come out as expected. Some questions you might consider could include the following. Does your prototype need to be altered in order to address the results of the analysis, or was it completely successful? What improvements could be made to the design to address any shortcomings? Did you discover any major flaws that would suggest a completely different type of design?]*

## Lessons Learned

*[Include some of the things you learned while working on the project.]*

## Conclusion

*[General summary and closing statements]*

# Appendixes

*[This section should contain all the appendixes such as (but not limited to) the Heuristic Evaluation Form, the Cognitive Walk-through table, background questionnaire, and post-session questionnaire.]*

## Heuristic Evaluation

## Cognitive Walk-through

## New GUI snapshots

## Instructions for participants

## Researcher guidelines

## Background questionnaire

## Post-session questionnaire