

Experiments

- Aim: to understand How interface work.
which interface better
- Answer Research Questions:
 - How it works / why it works
 - whether goals are achieved
- Gives Accept/reject hypothesis
- More people take part

Research Question - Why conducting Research
- What find out?

eg. voice input vs. click input

Cognition: How people understand interface

Research Aims - More precise than Research Ques.
eg. Is voice input faster than click input

Design: - Hypothesis - "prediction"
one tail A is better than B
two tail one of A/B is better than another

▲ - Tasks : to test Hypothesis.

- Variables
 - independant • things you control & change
→ try make sure one at a time.
 - dependant • things change as you change ↑
eg. time to complete a task
- Conditions kept same as much as possible

- Participants
 - within subjects • participants All conditions
 - between subjects • order effects
 - One group one condition.
 - Individual effect or condition effect?

• Preparation & practical • consent / ethc...

Collecting Data

Pre-survey & post survey

- During experiment
 - observation / Think aloud.
 - track system

Analyzing Data.

- How independant influence dependant vars?
- Collect More data → statistical Analysis
⇒ Quantitative data

→ Accept/Reject Hypothesis

A/B testing

- Often in web design.
 - e.g. compare 2 websites
- Need. a measurable outcome
 - Number / value of sales
 - click throughs
 - Opening account ..