

## Evaluation

### Why evaluation?

- How usable the interaction
- Good & bad features
- Compare design choices  $\Rightarrow$  aid decision.
- the effects of specific interface on users
- Ensure well designed.

### Formative

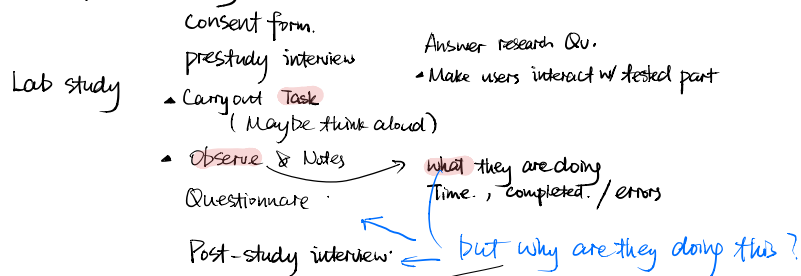
- Design Meet needs?
- Dev. sketches. Prototypes

### Summative

- Evaluate to see what needs improved
- ~ reached criteria

- Usability Goals: ① effectiveness ② efficiency ③ Satisfaction.
- Affected by: users. ; Goals ; environment  $\rightarrow$  test them.

- Goals of the study
- Research Questions
- The plan the study



### think aloud

- externalize thought process
- what users are thinking when they do sth.

### Benefits:

- what users are thinking
- why do they do sth
- what they're looking for
- overall Mental Model

### participant

Expect to happen. when making choice  
Meet the expectation?  
things  
Confuse. surprise. delight. frustrated

### Your Job.

Prompt user. (esp silent)  
Notes. did. / did not / quest.  
Let them make errors  
what are you looking for  
~ you think you need to do  
How. to do it.  
expected? Not find?

### Aim of Usability testing

- usability issues
  - > where do we have prob.
  - > why it's not working
- Not Needing Lots of people
- > Give reports suggesting improvements

## Drawbacks

- Tasks: cognitively demanding  
"Analyze information"
- Tasks when people are talking

"Solution"

1. think after video Recording
2. observation with occasional Qs.  
Questions after

## Expert Analysis.

- Cognitive walk through. — Step through sequence.  
Each step
  - > effect vs. goal.
  - > users see action available
  - > users know the action is the one they need?
  - > understand the feed-back of an action

- **Heuristic Evaluation** — Guide design  
— Critique design.

Neilsen's 10 Heuristic ~

~ 5 experts

- independent evaluate, 2 passes
- 1 pass. overall / feeling of product
- 2 pass. focus on tasks / features
- Carryout independent list of usability problems

⇒ Sit down, Merge, Rank, prioritise.

Severity Rating

pros: cheap, easy  
Quick turnaround

cons: find experts  
experts biased  
Miss some points

- Model based KLM GOMS ..  
POMPD?

- Using previous Study Results.
  - Diff prev. study and our product