

# CS352 Project 6 (Evaluation Plan) Group Assignment

Recall that your mission is to design a substantial user interface, carefully and thoroughly following the methods and principles from CS 352. Guide your efforts by following the PRICPE process.

## Evaluation plan (PRICPE)

Your evaluation plan should include two distinct evaluation sessions:

- one analytical (GOMS/KLM, heuristic analysis or cognitive walkthrough), and
- an empirical evaluation with at least 1 user.

For your evaluation plan you need to identify:

- what you are trying to find out from each of the above
- the exact task(s) you intend to evaluate and why this is a useful task,
- the particular user you are evaluating (an elderly user in a local nursing home? a novice bird watcher you know from the gym? etc.?) and why this is a suitable user.
  - Note: You need at least 1 real user for empirical evaluations, and they should NOT be your team members.
- the techniques you intend to use and why those (remember, you need to pick one analytical and one empirical), in which order and why this sequence
- the data you will be collecting during those sessions and how that data relate to what you are trying to find out
- all the materials (any training you're giving the user, forms you're using, lists of follow-up questions you plan, etc.) to be used including your current prototype.

Note: the next assignment in the project (the actual evaluation) will be to carry out the evaluation plan you turn in this time. That evaluation will be graded in part on your adherence to this assignment's evaluation plan, so your plan should reflect what you really want to do.

See the Resources page for a sample.

**Heads up:** Please continue working on your prototypes as well (this is an iterative/ongoing process). By the time of your actual evaluation (Project 7), your prototype will need to be in Mockups (meaning it should have more details even if it is just a scan of sketches with widgets/transitions added). You should continue working on your sketches to make them ready for evaluation. For evaluations, I DO NOT expect you to have a final interactive and high-fidelity prototype with all the functionalities, but it should be an updated prototype that supports some user in your target population doing some task that is central for your prototype. (e.g., if a group works on a Bookstore system, the task might be "Find Anne of Green Gables by Lucy Maud Montgomery").

In your report **please provide a brief description of who participated** and how the work was shared. In particular include the name(s) of any group member(s) **who did not contribute to the work**. The grader will assign a different grade (usually a 0) for their lack of participation.

## **Grading Criteria for Evaluation Plan**

*Total of 20 points*

- 1 point: the techniques you intend to use (1 analytical, 1 empirical) and what those particular techniques can help you find out (specifically)
- 1 point: which order and why this sequence
- 2 points: the exact task(s) you intend to evaluate for each evaluation, and why this is a useful task
- 2 points: (Empirical part only): the particular user you are evaluating, and why this is a suitable user
- 3 points: (Empirical part only): the data you will be collecting. Be specific about exactly what data you are collecting, e.g., voice/video recordings, notes about the interview/observations etc.
- 3 points: (Empirical part only): how each item of the data you will collect will relate to what you are trying to find out
- 8 points: all the materials (training, forms, follow-up questions, etc.) to be used. Half of these points are for the amount of detail you turn in on the part of the prototype you're using for the evaluations. The remaining half is for forms, follow-up questions, and any strategies you have planned for issues during the study/interview.
- 5 points if you fail to include your current prototype
- 1 point if you say you are involving a user for the analytical evaluation, because analytical evaluations, by definition, do not involve users.

**Note:** Make sure to include participation report at the end of your project document:  
-2 points if the group fails to add the participation report.