Evaluation

- Analytical
    - Run through tasks and analyse against usability guidelines
    - Heuristic evaluation

- Empirical
    - Studying people using a prototype of a system
    - Controlled conditions or in the field
    - Involving people in the evaluation

Co-operative evaluation

- Users are partners in the evaluation
    - People given tasks to carry out with a system
    - Thinking Aloud technique: They asked to say what they are looking at, thinking doing, and feeling as they carry out a task
    - Record what they say
    - Observe what they do

Co-operative evaluation – Run time guide

- Preparing for and Running a co-operative evaluation

- Photocopy and use as guide

- Guide in 3 parts

  - Recruit users

  - Prepare tasks

  - Interact and Record

Recruit Users

- Define the target population

  - Must define who a typical user of the product is

  - Target some user group

- Recruit users who are as similar to the target population as is practical

  - Depends on practical constraints

  - 5/6 users

- Things to watch out for

  - Knowledge of tasks

  - Experience with computers / Computer Skills

Prepare tasks

- Task select is crucial for success of evaluation
  - They must be do-able
  - Explore the systems functionality / focus
  - All users work through these tasks!

- Preparing tasks
  - Make tasks specific
  - Make sure the tasks are representative of the the activities the product was designed for
  - Prepared extra tasks/Set time for tasks
  - Important functionality should be examined twice

Interact and Record

- Handling test subjects / Carrying out the evaluation

- Before the users arrive

  - Product must be ready/Know task sheet

  - Task lists/Recording facilities/Note book/Debrief question

- Receiving users

  - Keep informal / Discuss the system

  - Encourage co-evaluation / System is evaluated not them

    1)Put users at ease

    2)Start recording

    3)Introduce the team

    4)Explain co-operative evaluation (sample instructions)

    5)Introduce the task sheet

Interact and Record

- When the users are using the system

  - Encourage the users to think aloud

  - Keep up dialogue

  - Note occurrences of:

    - Unexpected behaviour: something designer did not intend

    - Comments

  - Ask questions

    - What were you expecting to happen?............

- Debriefing the users

  - Spent time talking about the session

  - feedback on the evaluation/ Clarify issues

  - Questionnaires

Summary

- Runtime guide
  - Photocopy and use to:
    - Plan your evaluation
    - Guide you on carrying out the evaluation
      - Recruiting most appropriate users
      - Preparing accurate tasks
      - How to act during the evaluation and document it