Human Computer Interaction CS449 – CS549

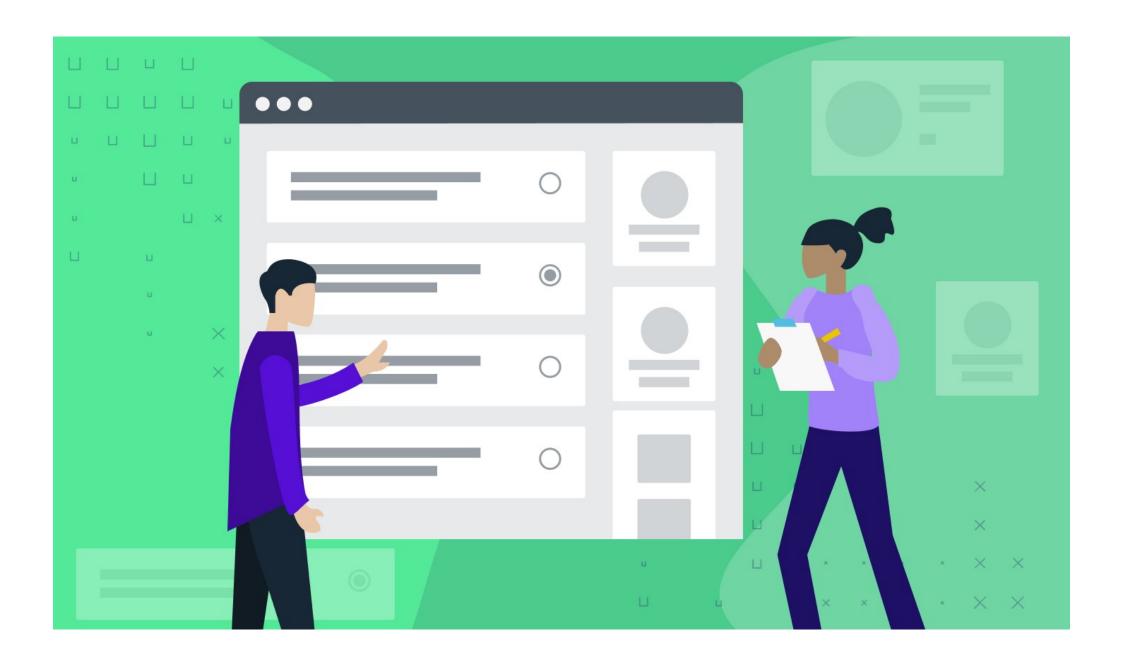
Week 8

Usability Testing/Evaluation Methods

KÜRŞAT ÇAĞILTAY

Today

- Introduction to Usability Testing/Evaluation Methods
- Approaches and Types
- Heuristics Based Evaluation



Four Principle components of an HCI System

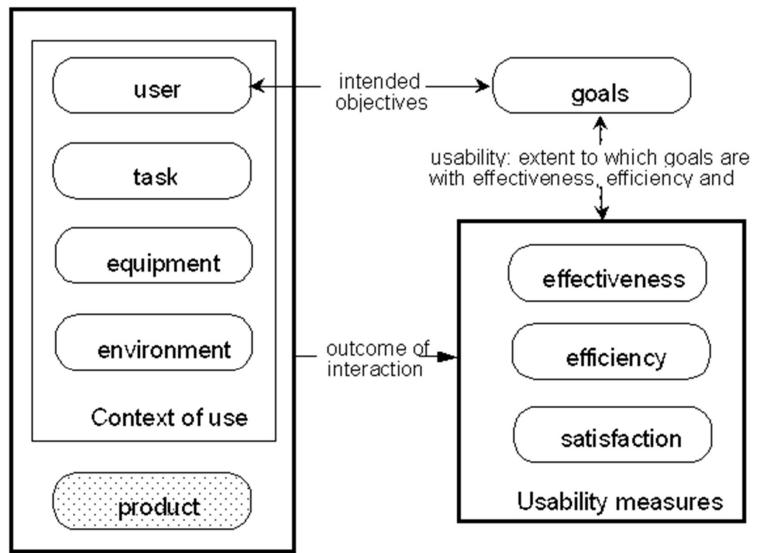


Usability: Operational definition

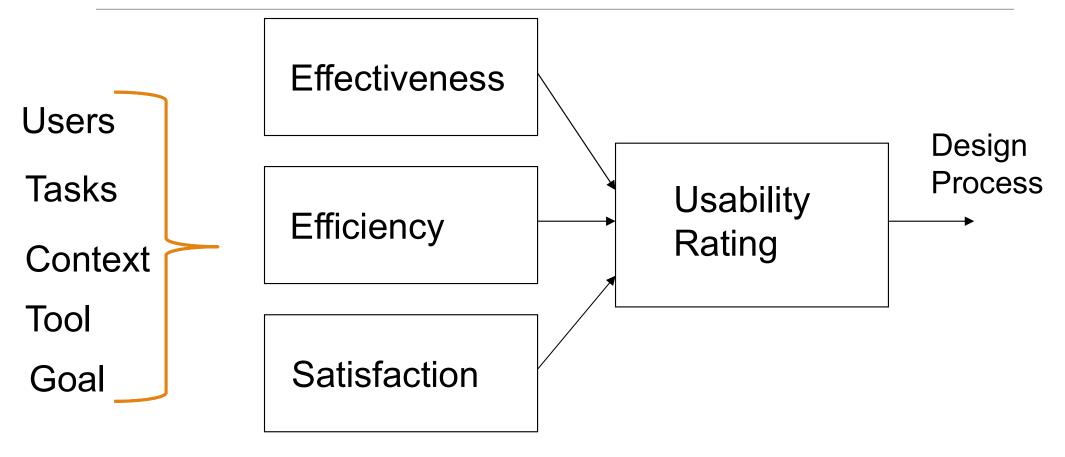
 Usability (of an application) refers to the effectiveness, efficiency, and satisfaction with which specified <u>users</u> can achieve specified <u>goals</u> in particular <u>environments</u>

ISO Ergonomics requirements, ISO 9241 part 11: Guidance on usability specification and measures.

Usability Framework (ISO 9241-11)



Determinants of usability rating



Setting usability criteria

 "Product X is usable to the extent that 70% of users, with no additional training, can perform all tasks with 95% accuracy, 25% faster than existing application use, and report at least equivalent satisfaction"

Effectiveness

Efficiency

Satisfaction

Instead of....

- "Product X is usable" (meaningless statement for HCI)
- "This new application is more usable than the old application" (begs the question..."More usable in what sense? And for whom? And where?"



← BACK TO LATEST ARTICLES

UX Design Review: What Garanti BBVA Said About The UXDA



Alex & Liene & Linda • 2 min read

CATEGORY: Experience

TAGS: UX DESIGN AGENCY USER CENTERED DESIGN

https://www.theuxda.com/blog/ux-design-review-garanti-bbva-about-uxda



It was our pleasure to help *Garanti BBVA* to design the user experience of their innovative *eTrader* trading app. Thanks to the independent review platform *Clutch*, you have the opportunity to find out how this cooperation went on and read the interview with our client. <u>The review collected by *Clutch*</u> is given by Tevfik Kardelen, the Unit Manager of *Garanti BBVA Securities* responsible of Digital Channels and Marketing.

About the project

- Client: Garanti BBVA Securities
- Case: UX Design for an eTrader trading platform
- Time: 10 months, still ongoing
- Budget: €200,000+



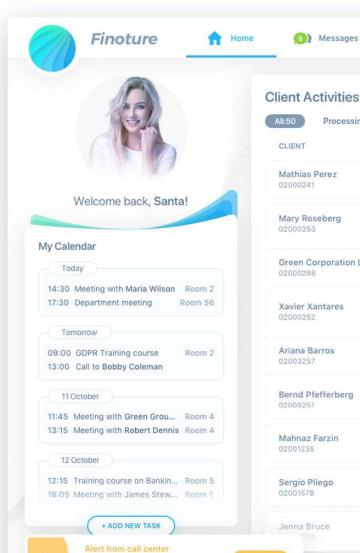
Please Describe the Project Scope

The team first implemented a stakeholder meeting. Then they collected information from us and did an online search about us. They conducted the competitor analysis persona study, red route analysis, user journey map, product value etc. We are working with the Senior UX Architect and 2 UX architects.

- competitor analysis,
- persona study,
- red route analysis,
- user journey map,
- product value

Tevfik Kardelen, the Unit Manager of *Garanti BBVA Securities* responsible of Digital Channels and Marketing.

https://clutch.co/profile/uxda#reviews



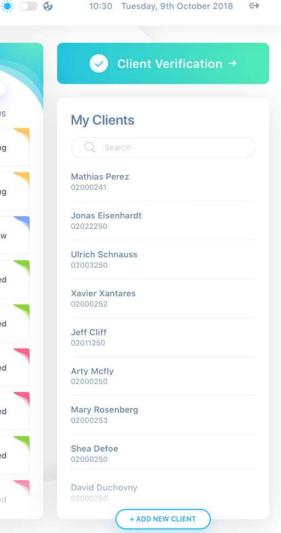
Please, call client Carol Benson Phone: +44 2345667



Products

Documents

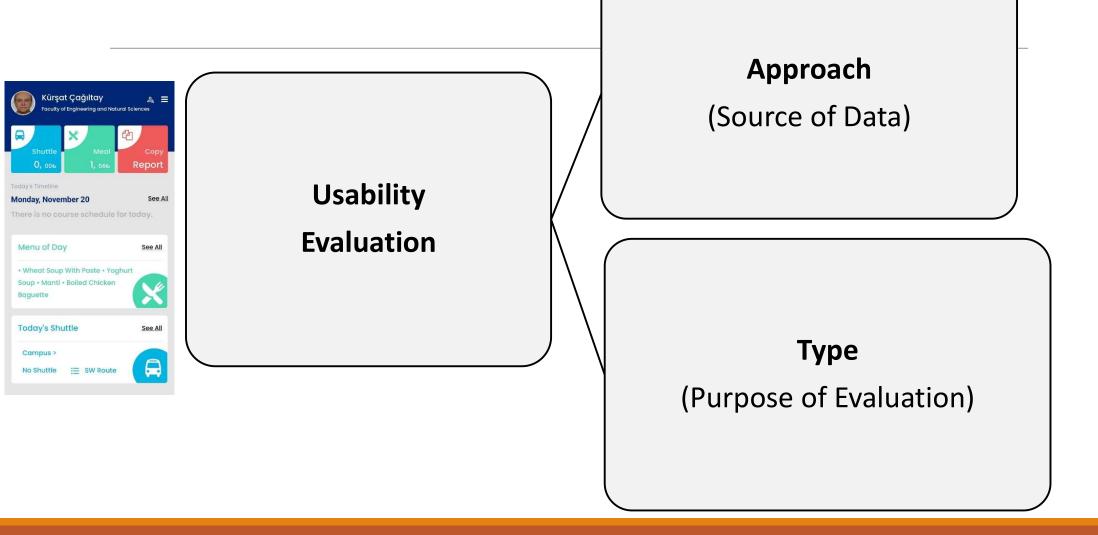
Colleagues



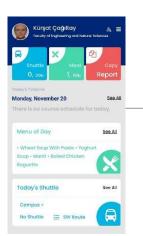
Framework for Usability Evaluation

- Approach and Type
 - Approach refers to source of data
 - User, Expert, or Model
 - Type refers to purpose of evaluation
 - Diagnostic (Formative) or Metrication (Summative)
- Any evaluation method is a combination of approach and type

Types and Approaches for Usability Evaluation



Types and Approaches for Usability Evaluation



Usability **Evaluation**

Approach-How

(Source of Data)

Type-When

(Purpose of Evaluation)

Guideline Review

Expert-Based

- -Heuristic Evaluation
- -Cognitive Walktrough

User-Based

- Observe/Video Rec.
 - -Think Aloud
 - -Eye Tracking

Model-Based

- e.g. CogTool

Types and Approaches for Usability Evaluation

Guideline Review

Inspection (Expert) Based

- -Heuristic Evaluation
- -Cognitive Walktrough

Approach-How

(Source of Data)

User-Based

- -Observe/Video Rec.
 - -Think Aloud
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Model-Based

Usability **Evaluation**

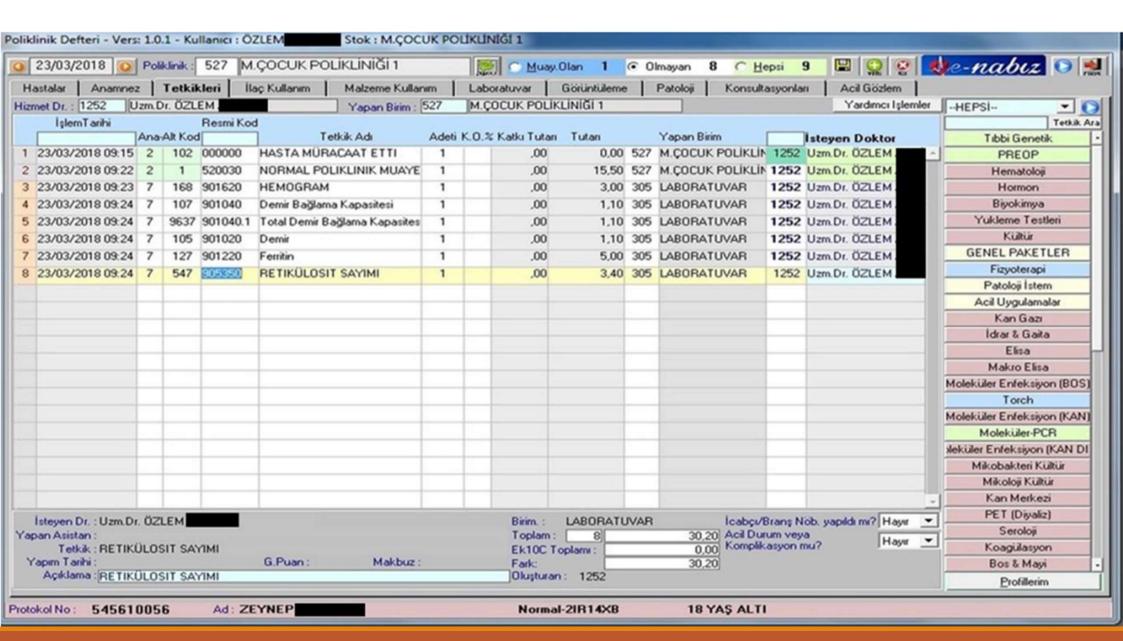
Type-When

(Purpose of Evaluation)

Diagnostic / Formative

Metrication / Summative





Evaluation Approach

- The approach defines the source of the data
 - i.e., where does the evaluator gain the data about usability?
 - from real users? (User-based)
 - from usability experts or self evaluation? (Expert-based)
 - from the application of a formal theory or model? (Model-basede.g. CogTool)

1-User-based approach

- Involves some number of users
- Who complete one or more tasks
- In an appropriate environment

In formal usability tests, the user, task, and environmental characteristics (*contextual variables*) must match those in which the product will be used.

Low Fidelity Interface Testing



High Fidelity Interface Testing



2-Inspection/Expert-based Approaches

- Nielsen's 10 Heuristics
- Involves 1 or 2 evaluator (usability expert) using the system
- Expert tries to see the interface from the point of view of the user
- Use can be structured or casual
- Expert notes potential problems
- May employ pre-determined criteria



10 Usability Heuristics (Nielsen's)

https://www.nngroup.com/articles/ten-usability-heuristics/

- Visibility of system status
- 2. Match between system and the real world. ...
- 3. User control and freedom. ...
- 4. Consistency and standards. ...
- 5. Error prevention. ...
- 6. Recognition rather than recall. ...
- 7. Flexibility and efficiency of use. ...
- 8. Aesthetic and minimalist design.
- 9. Help users recognize, diagnose, and recover from errors
- 10. Help and documentation

Typical Inspection/Expert -based Scenario

- Take guidelines and check interface against them
- Make min 2 passes through,
 - First for a <u>screen-by-screen</u> check of principles, to get a "feel" for the system, that is, both the general scope of the system and the flow of interaction.
 - Second for <u>inter-screen flow</u>, focus on specific elements of the user interface
- For best results involve multiple evaluators.



NN/g useit.com jnd.org AskTog Nielsen Norman Group

Strategies to enhance the user experience

Home People Services Publications Events About NN/q

NN/g Home > Services > Design Reviews

Design Reviews (Usability Inspections)

Price:

\$38,000 for a review of a website or intranet.

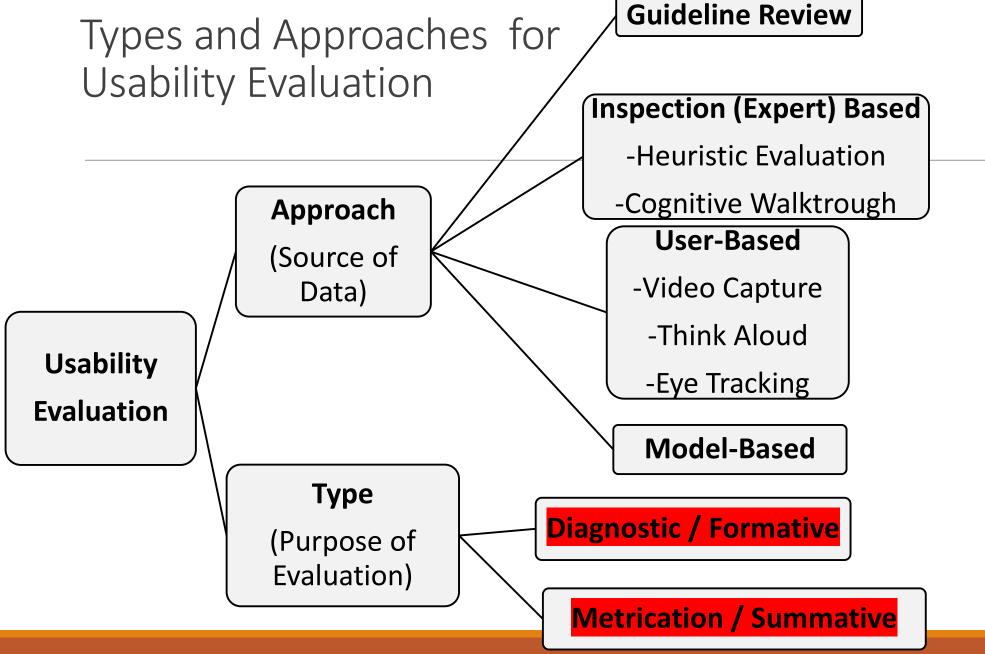
\$73,000 for a competitive review of your website + 3 competitors.

Method

Nielsen Norman Group provides an independent expert assessment of your user experience. Getting an independent review is important, because research shows that different people tend to identify different problems. The outside view is not just more objective; it's free of the

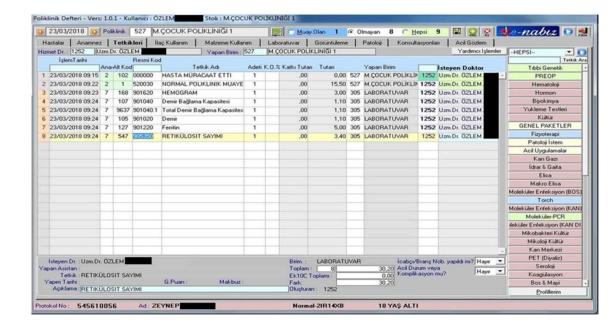
► How to Order

Please contact
Nielsen Norman
Group at
info@nngroup.com
if you would like
more information or
are interested in
this service.



Formative - Summative





Software Project Evaluation Type

Formative Evaluation

Summative Evaluation













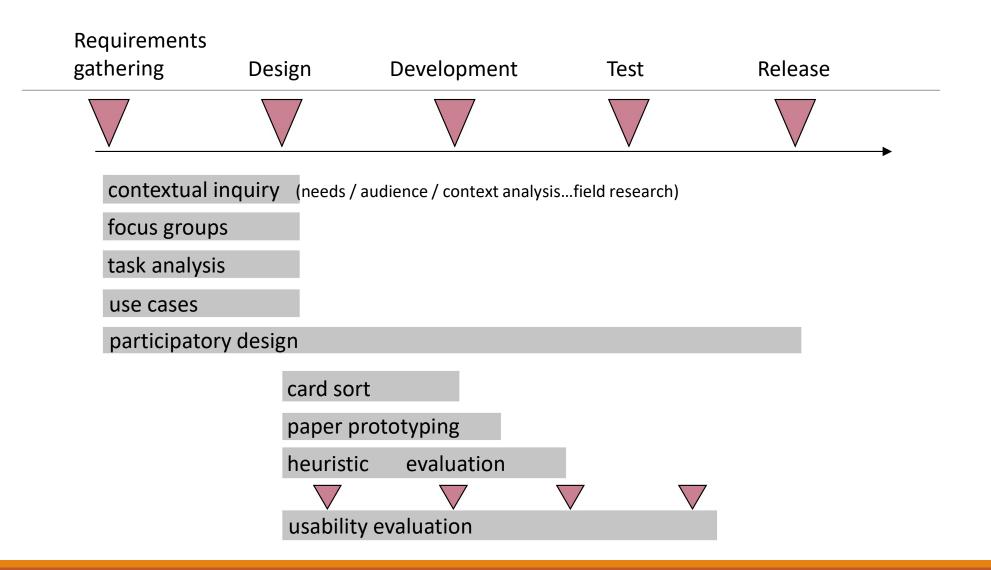
Project timeline: Analysis, Design... >>>

Final product

- "how are we doing?"
- goal is to improve the product
- informs the design process
- early and often
- participants are authentic users
- participants perform authentic tasks
- observe and record what people say and do
- analyze data, diagnose problems and make recommendations

- "how did we do?"
- validate the product
- occurs after release

Evaluation Approach



Promoting a "usability culture"

Old Way

Usability testing occurs at the end of cycle —validates design

Large scale and attempts to cover entire application

Consultants learn from and own the test

Results from test are numerous and don't always get implemented because of looming deadlines

New Way

- More frequent testing throughout the development—*drives* design
- Smaller scale testing throughout its development
- Project Teams learn from and own the process
- Realistic, immediate fixes

Plan a usability evaluation

Describe:

What data will you collect?
What will these data tell you?
What data collection methods will you employ?
How long will it take to produce the test results?
What form of feedback will you provide?

List advantages/disadvantages of this plan



Thought activity

- VESTEL is designing an interface for their new wearable technology for Turkish market which aims to be the 'most usable' on the market - how would you test this claim?
- Sabanci University wishes to test its current Web site for usability.
 You are charged with designing the test.
- Municipality of İstanbul is producing an information booth for use in visitors centers offering info and advice to visitors. They ask for a usability test. (Zero learning time)

How are criteria derived?

User analysis



Task analysis

Situation analysis

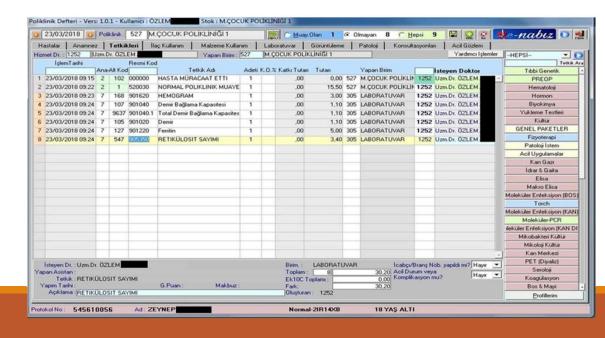
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User analysis

- Determine key variables:
 - work and task skills
 - computing experience
 - training
 - support
 - working practices

Who?



Task analysis

 The process of <u>observing</u>, <u>describing</u>, and <u>decomposing</u> tasks into their constituent components and analyzing the human, technological and environmental resources required for the completion of each component.

Task analysis questions

- What does the user see?
- What decisions does a user make?
- What must a user know?
- How does a user get help?
- How does a user recover from errors?
- What physical acts must be accomplished?

Situation analysis

- Outlines the physical and social context of use:
 - Location
 - Home, office, shop, car, street etc.
 - Relationship to other users
 - Collaboration, recipient, passive/active
 - Socio-technical environment

Output

- Scenarios of use
 - "Stories" of interaction in which users, tasks and contexts are described
- Scenarios form basis of decisions on
 - Effectiveness
 - Efficiency
 - Satisfaction

Next Mini Assignment https://iechci.info

- No f2f class on Friday
- You have to attend HCI conference sessions
- November 23 Thursday and 24 Friday
- Attend Minimum 2 Sessions
 - At least 1 Plenary session(s)
 - Paper presentation session(s)
- Write a reflection paper on 2 sessions
- 3 points Due November 27, Monday

https://iechci.info



Home Info ✓ Schedule Speakers Sponsors News Travel/Hotel ✓ Contact 2022

IECH

PH

PROC

INTERNATIONAL EASTERN CONFERENCE ON HILLMANIACONADILITED

HUMAN-COMPUTER INTERACTION

IECHCI2023 Conference will be held in a Hybrid mode

23-25 November 2023, Atatürk University, Erzurum, TÜRKİYE

IN CONFERENCE PROGRAM IS ANNOUNCED

PLENARY SESSIONS



Assoc. Prof. Yavuz Inal

Norwegian University of Science and Technology (NTNU), Norway

Title: Web for everyone: It was a dream, it remained a dream!

23 November 13:45-14:30

23 November

16:30-17:15

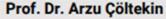


Marcin Kasica

Director of Global Education and Training, Customer Success Department for EMEA at EON Reality

Founder and owner of AVR EDU consulting.

Title: The Future of Learning: Al-Enhanced Human-Computer Interactions



FHNW Institute for Interactive Technologies, Switzerland

Title: Eye movements , visual-spatial cognition and display complexity: Implacitons for human-computer interaction



Assoc. Prof. Çağlar Yıldırım

Northeastern University and Massachusetts Institute of Technology, Boston USA

Title: From Immersion to Inclusion: The New Frontier of Accessible Human-VR Interaction



Assoc. Prof. Dr. Colin M. Gray

Luddy School of Informatics, Computing, and Engineering at Indiana University Bloomington, USA

Title: Developing and Sustaining Competence in HCl Education



24 16

24

12

24

13

Place	Room	Date	Hour	Moderator			
Zoom Meeting	Room 1	24-11-2023	GMT+3 14:25-15:55	Assoc. Prof. Dr. Nuray Gedik			
#	Paper 1	Title					
1	Gökçen Tonbul, Damla Topallı, Nergiz Ercil Çağıltay A Feature Engineering Approach Based on the Data Gathered from a VR Environment Using Haptic Interface to Increase the Applicability of ML Methods						
2	Gulsah Atas, Damla Topallı, Nergiz Ercil Çağıltay Enhancing Education Through Virtual Reality: A Focus on User Experience						
3	Cem Kaya, Baha Mert Ersoy, Murat Karaca MagniVR: Design & Analysis of Low Vision Accessibility Tool For Virtual Reality						
4	Pamuk, Dam	aya, Mehmet A. K la Topallı, Fulya B andibular joint co	asmacı, Nergi	ONLIN			

ONLINE GROUP 1 (EN)

Place	Room	Date	Hour	Moderator		
Zoom Meeting	Room 1	24-11-2023	GMT+3 09:00-10:20	Asst. Prof. Arif Cem Topuz		
#	Paper '	Title				
1	Erdinç Okulmuş, Arif Cem Topuz Examining the Impact of a Mobile Augmented Reality-based Robotic Learning Application on K12 Students' Academic Achievement					
2	Bilgehan Çağıltay, Berfin Sürücü, Kaan Atmaca, Nida Kayaduman, Kürşat Çağıltay Typing in the Matrix: An Augmented Reality vs. Physical Keyboard Showdown					
3	Mustafa Coşkun, Ayşe Gül Kara Aydemir Exploring the Ethics of Emotion Computing in K-12 Education: Understanding Adolescents' Interaction with Generative AI					
4	Nuray Gedik, Nilgün Özdamar A Preliminary Study on Student and Faculty Perspectives on Climate Crisis and Al in Higher Education					

Next Week We will continue with Heuristics

Your next assignment will be applying Heuristics to test an application