Evaluation

Discuss: *Why evaluate?*

EVALUATION

Exploratory evaluation
Heuristic evaluation
Cognitive walkthrough
Usability tests
Eyetracking
Summative evaluation
A-B testing

DISCOVERY & RESEARCH

DESIGN

BUILD

Business Requirements
Stakeholder meetings
Competitor evaluation
User research
Task analysis
Personas and task scenarios
Concept design
Use scenarios
User journeys
Storyboards
Taxonomies & Navigation
Wireframes
Detailed interaction design
Content Requirements
Specification
Visual design

Evaluating with our without users?

Interviewing and observing users

- Usability testing **with real users is the most fundamental and useful usability method**
- Methods range from **informal testing to precisely controlled studies**
- Testing may be **quantitative** or **qualitative**
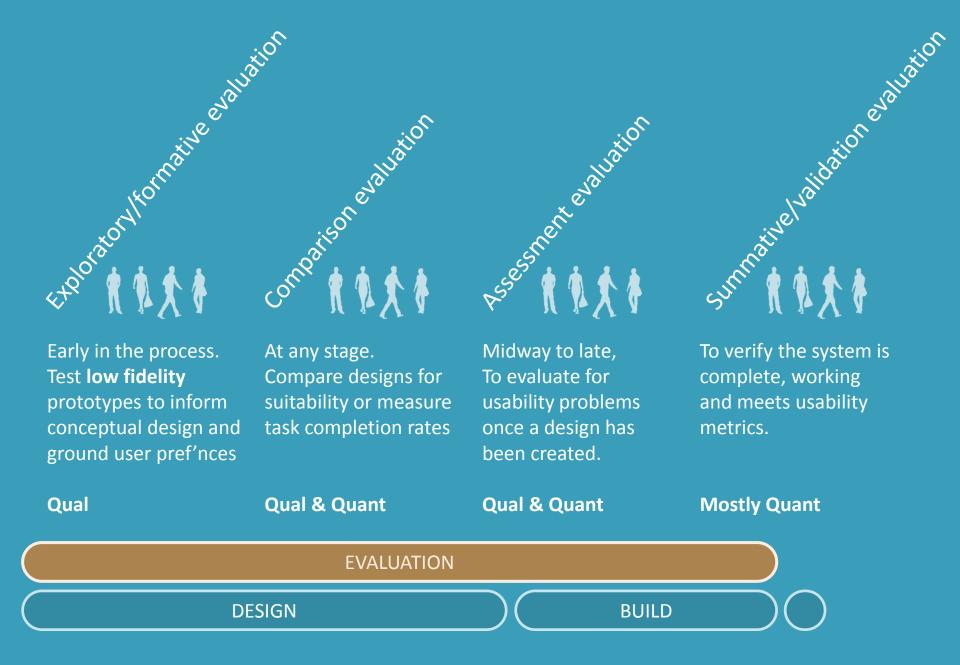
Using analytical methods

- You can also conduct a **heuristic inspection** against standard guidelines
- A **cognitive walkthrough** lets you check a user's journey
- Sometimes this is enough for an interim review

Evaluating with or without users?

- **Measuring user behaviour on a finished site**
  - **A-B testing** allows you to show two different versions of a website to users and see which one has better click-through rates

  - Using **eyetracking** techniques can provide an interesting take on what is seen on your site

Evaluating what and when?

- **Start early and low-fidelity** (paper prototypes, basic wireframes, rough design concepts)

- **Once you've got a more complete design, build a prototype** (for example HTML, Powerpoint, Axure, Invision, Proto.io, Balsamic) and test it.

Exploratory/formative evaluation

Early in the process. Test **low fidelity** prototypes to inform conceptual design and ground user pref'nces

Qual

Comparison evaluation

At any stage. Compare designs for suitability or measure task completion rates

Qual & Quant

Assessment evaluation

Midway to late, To evaluate for usability problems once a design has been created.

Qual & Quant

Summative/validation evaluation

To verify the system is complete, working and meets usability metrics.

Mostly Quant

EVALUATION

DESIGN

BUILD

The evaluation strategy

- **Why** are we evaluating? – **evaluation goals**

- Which usability **requirements** are we exploring?

- **What** are we evaluating?

- What **type of data** do we want to collect?

- What **constraints** do we have?

Without answering these questions you can't plan your research!

What to evaluate

- Evaluation goals can be identified from different sources:

- From the earlier **user research**
  - Can users understand the proposition?
  - Can users complete goals that are important to them?
- From the **client objectives**
  - Do users comprehend the client's objectives for the website?
- From the **design process**
  - To explore alternative conceptual models, IAs, visual designs, etc
  - To get user data to inform important design decisions

Some common usability evaluation goals

- **Comprehension**
  - do users understand the page/ site and their options?

- **Satisfaction**
  - Does the content and functionality of the page/ site meet user expectations?

- **Anticipation**
  - Is it clear what will happen next in the user journey?

- **Task success rate**
  - How often can users complete common tasks like purchases?

***Task:** Think of your own project and formulate an evaluation strategy...*

Task: *Formulate an evaluation strategy...*

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