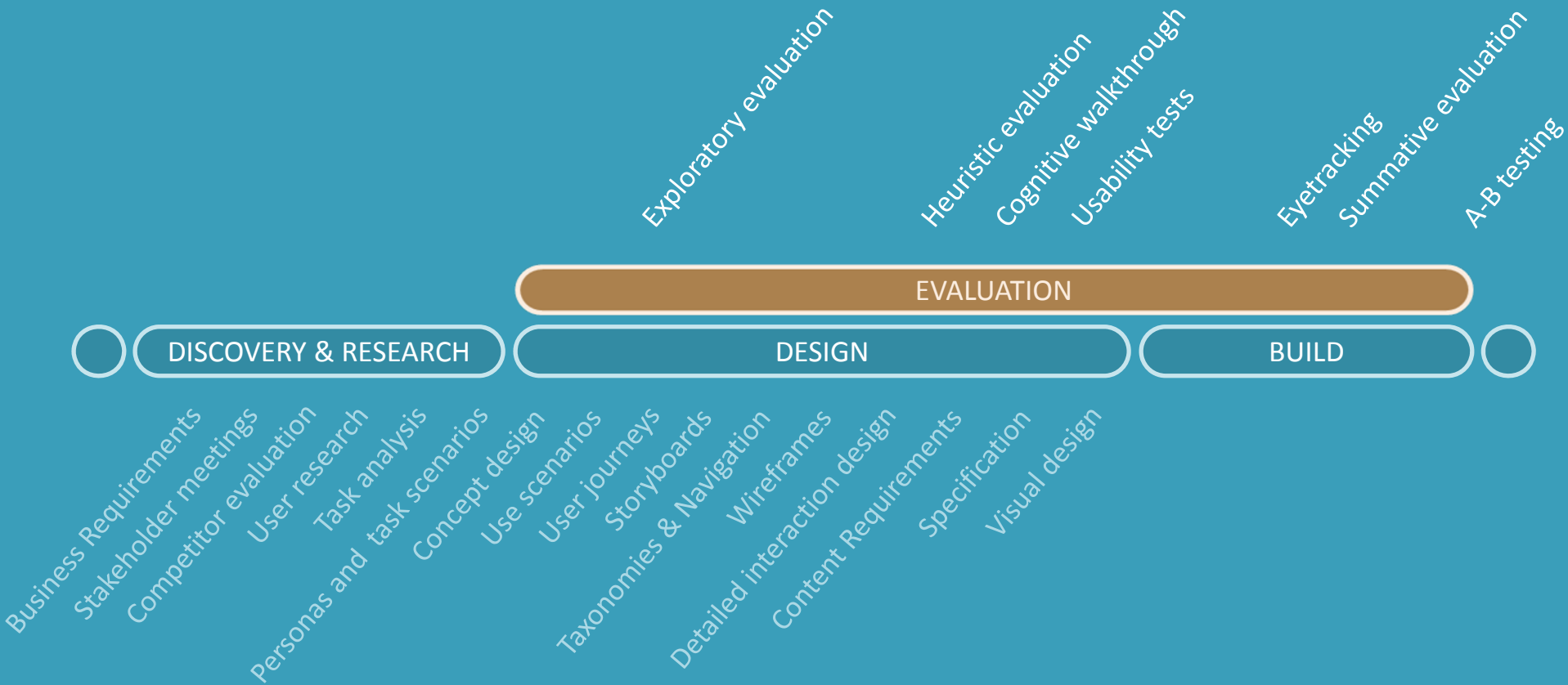


2.3.4 Evaluation

Discuss: Why evaluate?



Evaluating with or 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** (HTML, [Flash](#), [Fireworks](#), Powerpoint, [Axure](#)) 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...

- **Why** are we evaluating?
- Which usability **requirements** are we exploring?
- **What** are we evaluating?
- What **type of data** do we want to collect?
- What **constraints** do we have?