

# Evaluation and User Testing

Objectives	<ul style="list-style-type: none"> <li>- Explore few methods of evaluating web sites.</li> <li>- Learn how to conduct user testing.</li> </ul>
Required Reading	<ul style="list-style-type: none"> <li>- User Testing Techniques-A Reader-Friendliness Checklist: <a href="http://www.pantos.org/atw/35317.html">http://www.pantos.org/atw/35317.html</a></li> <li>- User-Testing Techniques -Site Reviews: <a href="http://www.pantos.org/atw/35283.html">http://www.pantos.org/atw/35283.html</a></li> <li>- Steps to Web Document Quality: <a href="http://www.pantos.org/atw/35271.html">http://www.pantos.org/atw/35271.html</a></li> </ul>
Supplemental Reading	<ul style="list-style-type: none"> <li>- Ch. 9 – Usability testing on 10 cents a day, Krug, p.131</li> </ul>
Assignment	<ul style="list-style-type: none"> <li>- Conduct user testing and write an evaluation report on your final project. It is okay if your final project is not fully developed yet, but at least you've already had around <b>75% done</b> to be able to do usability testing.</li> <li>- <b>Due April 30<sup>th</sup> before midnight.</b></li> </ul>

**NOTE:** Evaluation is one of the essential components in developing a website. You may feel confused that you are asked to do evaluation before your site is fully developed?? There are two types of evaluation, formative and summative. Evaluation and user testing you will be conducting is formative evaluation. The purpose of doing this type of evaluation is to gather data while you are developing the web site; so the feedback you receive from testing will inform you any necessary changes or improvements that may be done. Therefore, the more you have completed, the more your users could test on or comment on, In turn, you will be more beneficial from this experience. You are expected to finish **at least 75% of your final web site** as you planned in the design document for user testing,

In order to complete this assignment, you need to find **four people** to evaluate your final project web site. Use the Web Site Evaluation Form as a guide, but be sure to adapt this to fit your site and your users. If your users don't know anything about coding, don't ask them if the HTML code is correct.

Find **one experienced HTML developer** (maybe a fellow student in this class?) and have that person review your website's design and HTML code.

Find **one person whom you can observe** as they interact with your web site. Make sure that you take note as many as possible as you observe the users interact with your website. Find another **two people** who may be familiar with the web site content or considered part of the **target audience** for the website. You should be aware of the computer system, browser, and other factors that each will use. You will also need to list each person's background as a potential user from your design document. Through a combination of both observation and interviews, obtain data on ease of use, value of web site content, and other user perceptions.

**Prepare an evaluation report with the following:**

- Description of each individual along with the computer system and type of browser they used.
- Description of the process utilized for the experienced web developer and user testing
- A combined report of the comments/observations made by the experienced web developer and user-testers.
- Changes you will make based on the data from both the developer and user testing and how these changes will improve your web site

- Description of suggestions that you agree or do not agree with and your reasons for disagreeing
- Usefulness of both testing methods (observation of user vs. experienced developer testing)
- Actual data from the evaluators. Each evaluator should fill the form and email their evaluation responses to you. This will include the date, time, and content. Provide a copy of this in your report, and include it in an Appendix section

Make this report as a web page, FTP it to your bengal space, and post a link to the report from your assignments page.