Rapid
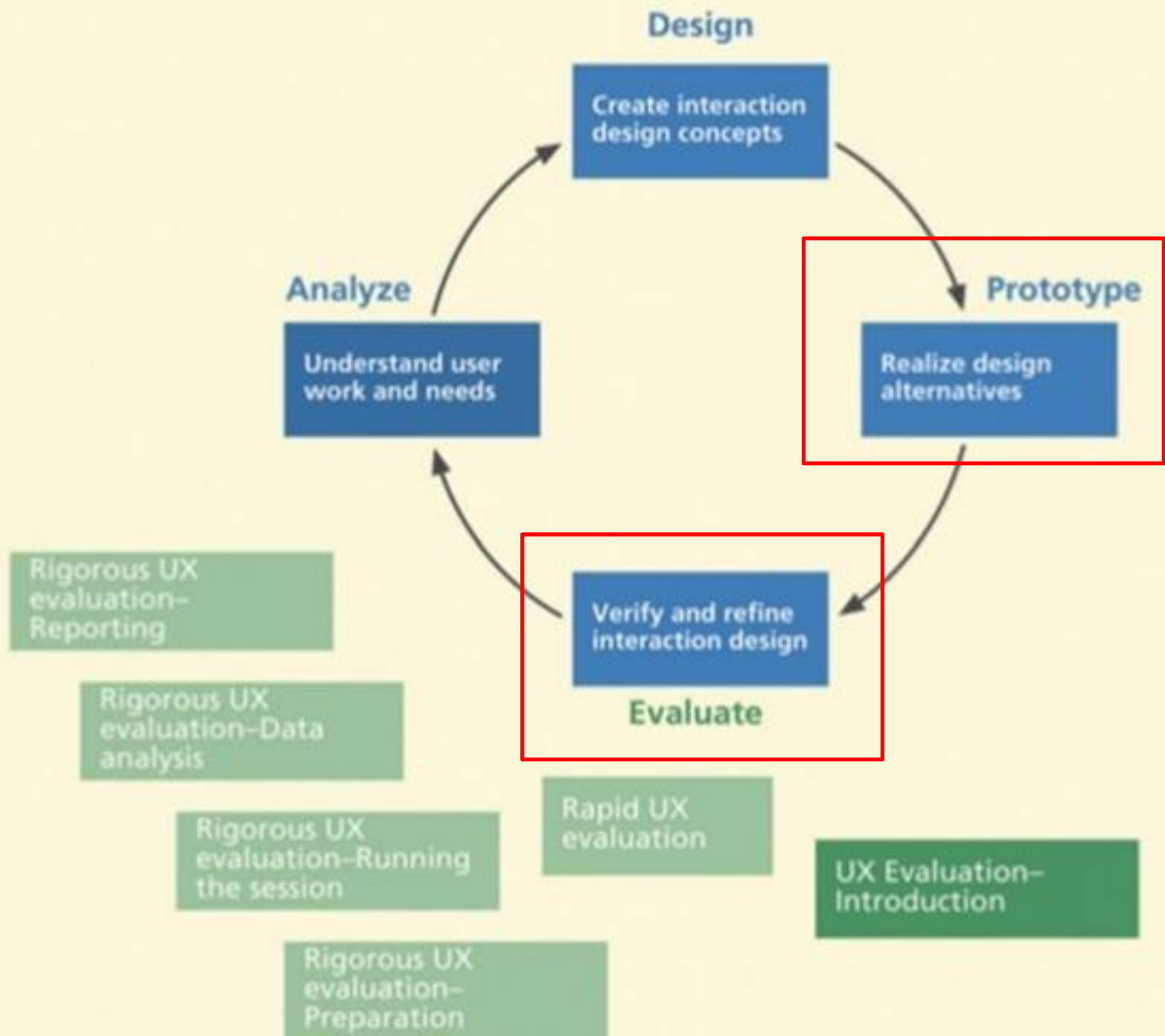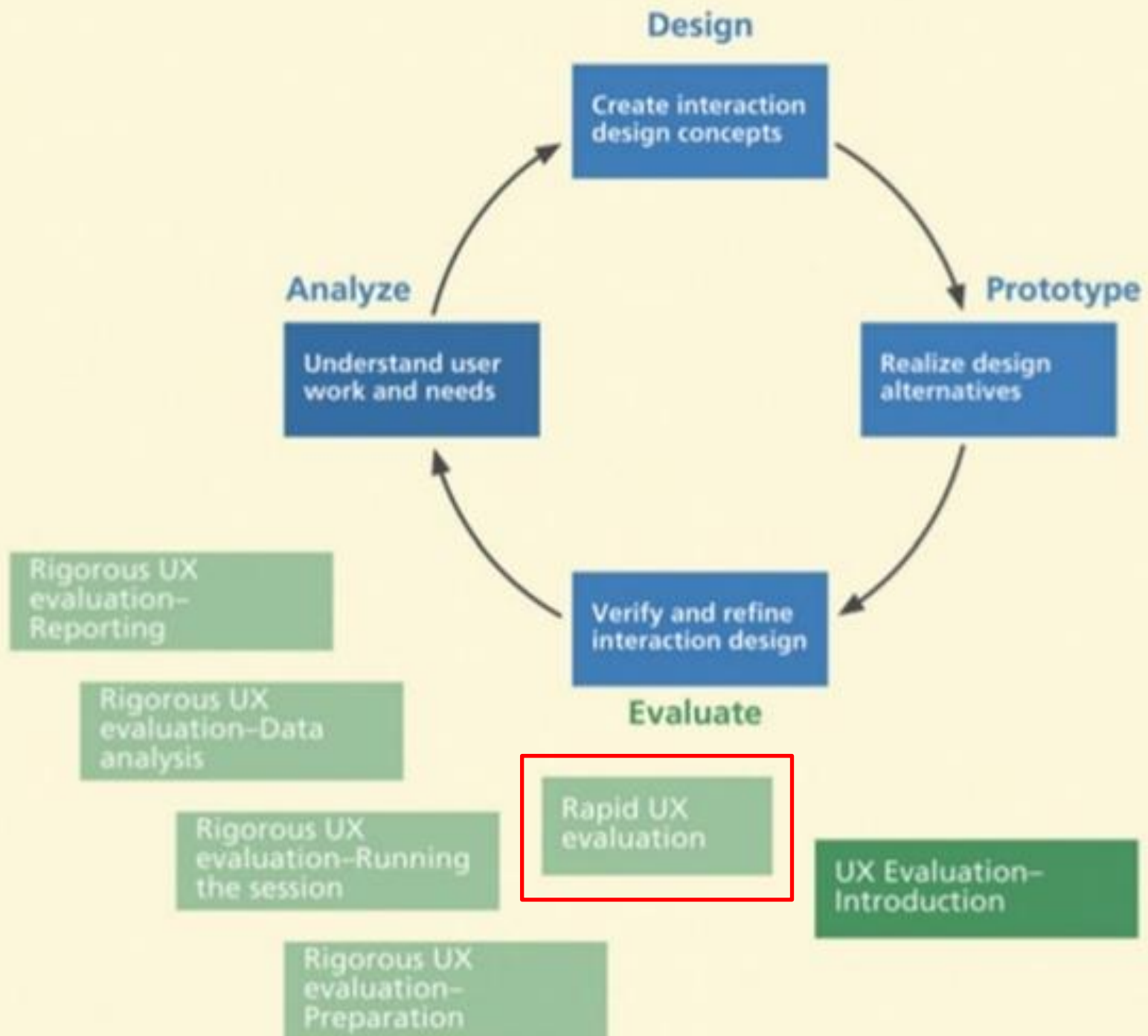# AI Service Evaluation

Cost Effective Evaluation

"What's smallest thing you can do

to learn the next most important thing"

Design

Create interaction design concepts

Prototype

Realize design alternatives

Analyze

Understand user work and needs

Verify and refine interaction design

Evaluate

Rigorous UX evaluation–Reporting

Rigorous UX evaluation–Data analysis

Rigorous UX evaluation–Running the session

Rapid UX evaluation

UX Evaluation–Introduction

Rigorous UX evaluation–Preparation

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Rapid Evaluation Methods

✓ **Large domain-complex system** projects require

rigorous evaluation process (maybe in a different class!)

단기 프로젝트에 대한 급속 평가

✓ For smaller **fast-track projects** (your project!) demand

techniques that are **faster** and **less costly**
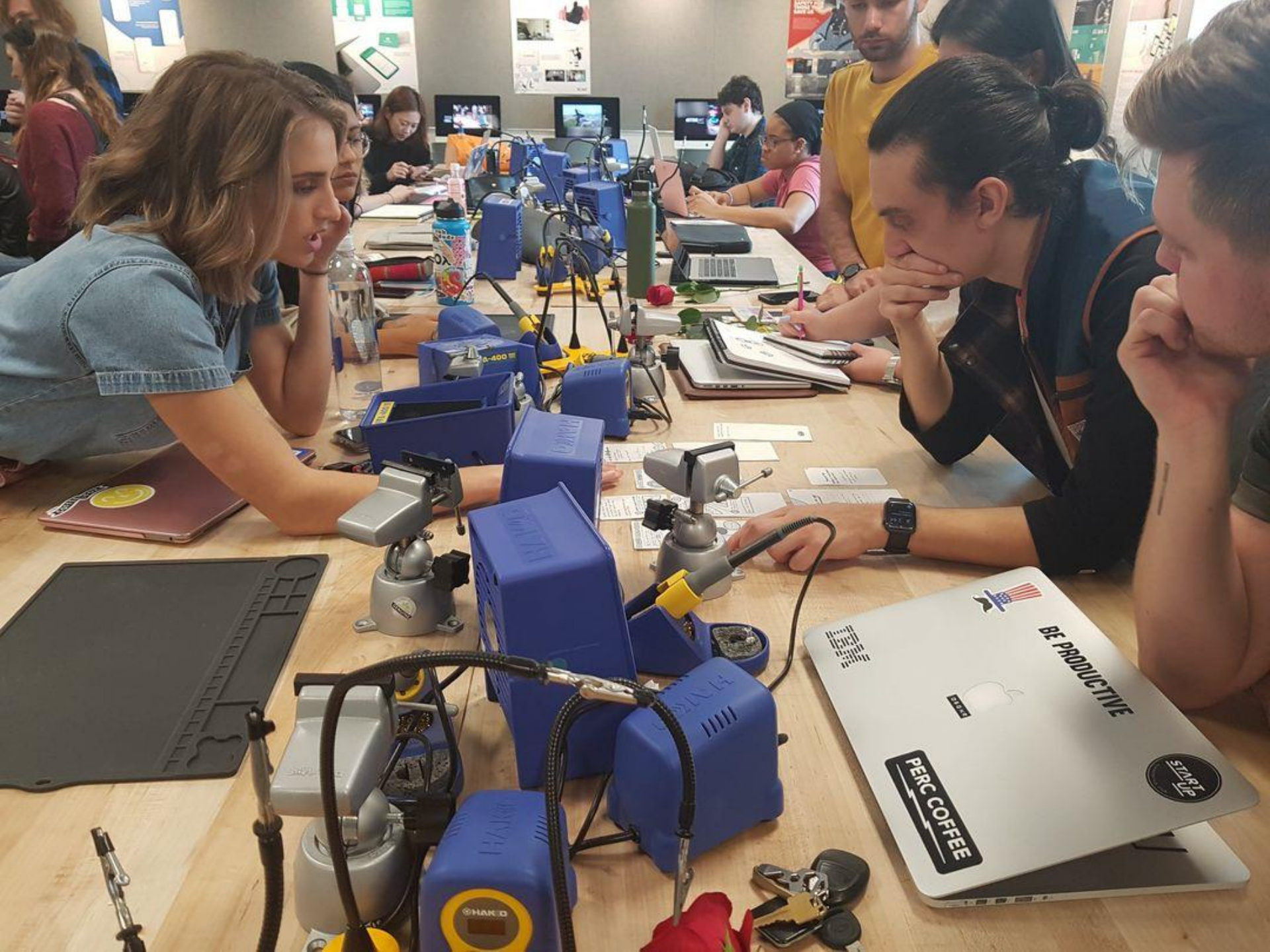
Rapid Evaluation Methods

✓ Characteristics

질적 데이터에 집중!

    1. Almost focus at finding **qualitative data**

    2. Less formal with **less protocol** and **fewer rules**

        규칙 및 절차 적음

    3. Much more variability in the process

Rapid Evaluation Methods

✓ Once you have the prototype . . .

  ▪ Few designers use "one" rapid evaluation method

  ▪ They **adapt and combine** processes and schedules

✓ Four popular techniques . . .

1. Expert Inspection

2. (Quasi) Empirical Evaluation – let users do the tasks!

경험 혹은 실증 평가

3. Heuristic Evaluation

4. Questionnaires

Empirical Evaluation

Sung Park @ SMU

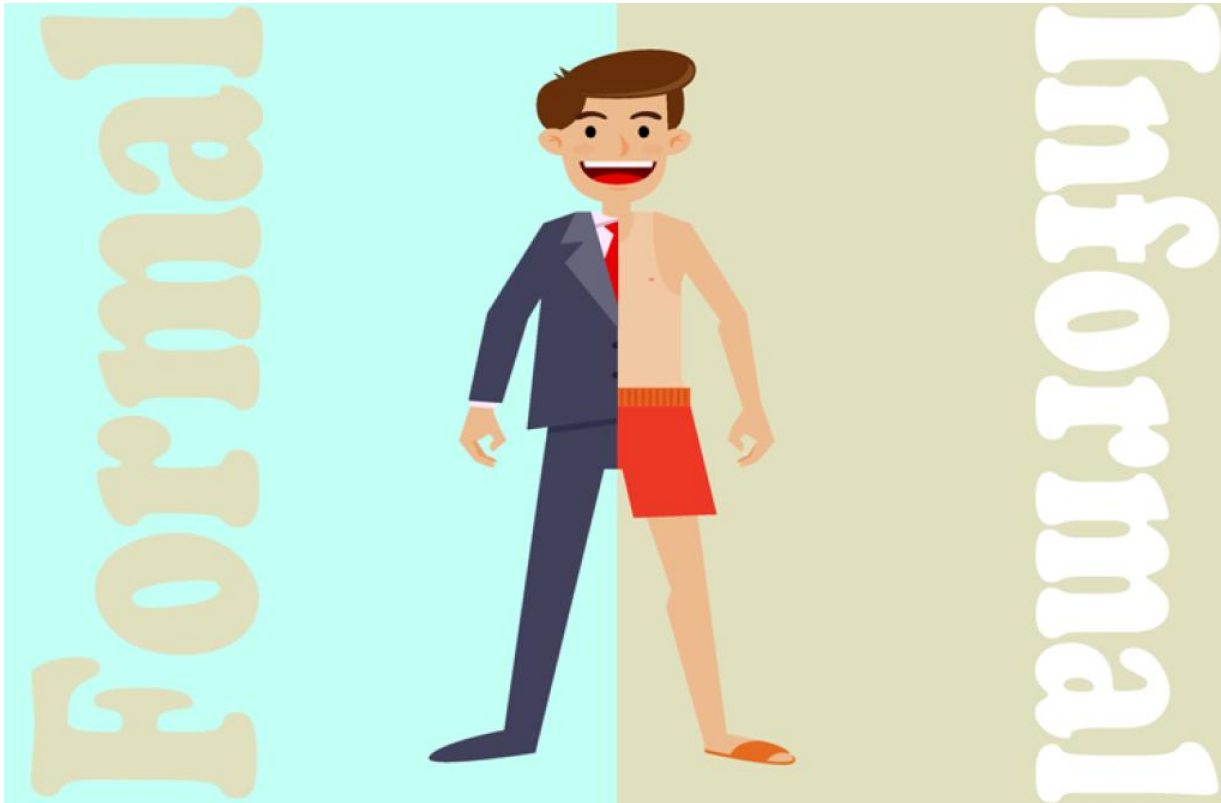# Quasi Empirical Evaluation

✓ Empirical methods require formal protocols and procedures

규칙의 "유연성"이 핵심임

✓ Rapid evaluations are **anything but formal** hence "quasi"

Quasi Empirical Evaluation

✓ To use **qualitative data** to identify problems that can be fixed

✓ Can occur **anywhere** – conference room, an office, a cafeteria

　 or **online**　언제 어디서든 가능

✓ **Acceptable to interrupt** and interview at moments

　 to elicit more thinking aloud and ask for explanations

　 평가자의 중도 개입이 가능

　 "왜 그러셨어요?"

　 "방금 일어난 일을 설명해보세요"

Quasi Empirical Evaluation

✓ Involves **impromptu change** of direction and focus

　　　　평가 방향의 즉흥적 변경 가능!

✓ Jumping on issues as they arise

✓ Innovation in **real time**

혁신이 실시간으로 일어남

Quasi Empirical Evaluation

1. Preparation

2. Conduct Session

3. Analysis

Quasi Empirical Evaluation

✓ **Preparation**

핵심 태스크 및 기능 관련 시나리오 준비
- Define **mission-critical tasks** for your participants to explore

- Assign team roles

- Getting the prototype bug-free is a little less important

버그 다 잡고 평가하는 것이 아님

- Still want to pilot test

Mission Critical Task

The task that embodies your core concept

Don't forget the emotional side!

1. Select the Right Participant

Someone in the target user group
목표 사용자 그룹 중에서 피험자 선정

Who is "likely" to do the defined task in the real life

Who can relate to the defined task

Who are familiar with the context

2. Provide the Context

The validity of the testing depends on the difference between

Reality and **Test (ecological validity)**
외연적 타당성

Test is not the reality and should be complemented

with **contextual information** to **increase awareness**

현실과 테스트 사이의 맥락 정보를 제공할 것

동기부여의 맥락!!!!

댓글 순화의 맥락!!!!

Artemis Lo-Fi Prototype

- Story
  - Decision tree
  - Realism/Replay-ability
  - Educational value

- Ecology
  - Visual
  - Audio

- Interface
  - Interaction cues
  - Buttons
  - Information

Wizard of Oz

3. Wizard of Oz needs Preparation

Quasi empirical does not mean you ask them to do something

and be done with it

Think through your mission critical task and

테스트하기 전에 분석할 것

test out your "draft" interactions to various user responses

Quasi Empirical Evaluation

✓ **Conduct Session**   "소리내어 생각하는 것을 말하기"

- Make use of the **think-aloud data technique**

  "Tell me what you are thinking as you go."
  "이 프로토타입을 사용하시면서 생각하는 모든 것을 말씀해주세요!"

- Make sure the participants understands the role as that of

  helping you evaluate to evaluate

- It is best not to record audio or video, just take notes

  keep it **simple and lightweight**

Quasi Empirical Evaluation

✓ **Conduct Session**

익숙하게 해주기! Sensitization

- Encourage the participant to explore the system for a few minutes and get **familiarized** with it

- Use the defined tasks as props to support the conversation

- You are **<u>not</u>** interested in user performance times and quantitative data
정량 정보는 (대체로 아직은) 노관심

Quasi Empirical Evaluation

✓ **Conduct Session**

- Work together with the participant to find UX problems and

  ways the design should be improved

  참여디자인 관점에서 개선에 대한 제안도 받을 것

- Take thorough notes -- they are sole raw data from the process

  녹취보다는 메모하기!

- Let the user choose some tasks to do

Quasi Empirical Evaluation

✓ **Conduct Session**

- ▪ Be ready to follow threads that rise rather than following

  prescripted activities

  준비된 시나리오을 벗어나는 것도 허용할 것

- ▪ Most of the time it is your job to listen not talk

  말을 최소한으로 필요한 것만, 듣기 위해 테스트를 하는 것임

- ▪ It is your job to lead the session -- keep it on track

Questions to Ask (1/2)

- Ask participants to describe **initial reactions** as they interact

  첫느낌 알아낼 것

- Questions to ask

  "How would you describe this system to someone who has never seen it

   before?"

  "Does it meet your **expectations?**" "Why and how"

  기대한 것은 무엇이고? 그 기대에 부응? 왜? 어떻게?

- These questions get to the root of determining the user's **mental model**

  네, 그 멘탈모델 맞습니다. ^^

- Ask what parts of the design are not clear and why

Questions to Ask (2/2)

- Inquire about how the system compares with others they have used

  (**competitors!**)

  "지금까지의 다른 서비스/제품/시스템 대비 우리의 것은 어떤가요?"

- Ask if they have any suggestions for changing the designs

  Add Context

- Ask them how they would use this system in their **daily work**

  "Walk me through some tasks you would perform using this in a

  typical workday"

운동할때 저희 앱을 사용합니다! 당신은 댓글로 트롤링당하고 있습니다!

Data Analysis

✓ The goal is the **identify problems** and causes (design flaws) of your prototype

✓ Consolidate large sets of raw **critical incidents** into **problems**

✓ Plan to improve the design and improve!