

# Week 9 Lab - Workbook

Institution: [Platform](#)  
Site: HCSI826/CSIT226/CSIT826 (S220) Human Computer  
Interaction  
Book: Week 9 Lab - Workbook

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# 1. Introduction

This week you will be carrying out the following activities:

- General Questions
- Usability Evaluations
- Lab-Based Style Evaluation
- Group Work

## 2. General Questions

Answer the following questions individually (then discuss as a class):

1. Identify one (1) way to classify UEMs.
2. What is the difference between Lab-based and Field-based usability testing?
3. What is the process for conducting usability testing with users?
4. What are some of the limitations of conducting usability evaluations in a lab?
5. Why is it a good practice to get users to 'think aloud' when conducting usability evaluations?

### 3. Usability Evaluations

You are to skim read the following:

The Interaction Design Foundation chapter on 'Usability Evaluation': <https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/usability-evaluation>

The Usability Body of Knowledge – Usability Evaluation Methods: <http://www.usabilitybok.org/usability-evaluation-methods>

The final section of the project report (Part B) is to explain how you would conduct an evaluation of the system that you have been designing. How could you conduct a usability evaluation of the system?

## 4. Lab Based Evaluation (in groups)

Lab Based Evaluation (in groups) In groups you are going to conduct a review comparing 2 eCommerce sites:

- <https://www.woolworths.com.au/>
- <https://www.coles.com.au/>

You need to select members to be the reviewers and the other members to be observers. This should be swapped for each of the sites so you can gain the experience of being in the different roles.

- The reviewer is meant to complete the tasks below as they are stated. They may not be able to add the items to the store (as this can require signup, they just need to state what they would click on).
- The observer is meant to make notes about what the reviewer did how they added the products to the basket (search [what terms]/browse [linking through categories], time taken, errors made, comments made etc.

### PHASE 1: BACKGROUND QUESTIONNAIRE

The reviewer of the site is to complete (this can be modified / discussed as a group) Demographics:

- Gender
- Age
- Level of Computer Use
- Level of Internet Use
- Previous:
  - Grocery shopping experience
  - Online shopping experience
  - Online grocery shopping experience

### PHASE 2: ONLINE SHOPPING

For both of the stores complete the following shopping list:

- 1 x Wonder White Sandwich Bread +7 Vitamins & Minerals (700g)
- 1 x A2 Full Cream Milk 2L
- 2 x Heinz Baked Beans Tomato Sauce 300g
- Pace Farm Free Range Extra Large eggs (12 pack) 700g
- 1 x Sanitarium Weet-bix 375g
- 6 x Oranges
- 6 x Royal Gala Apples
- 2 x Arnott's Tim Tam Original 200g
- 1 x Kleenex Viva Paper Towel White 2 pack
- 3 x Coca Cola 1.25L
- 1 x Praise Traditional Mayonnaise 470g
- 1 x Magnum Ice Cream Classic 4 pack

### PHASE 3: POST TEST EVALUATION / QUESTIONNAIRE

Answer the questions below based on the following scale:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

#### **Technology Acceptance Model [Modified]**

1. Using the online grocery site would enable me to accomplish tasks more quickly.
2. Using the online grocery site would improve my performance.
3. Using the online grocery site would increase my productivity.
4. Using the online grocery site would enhance my effectiveness.
5. Using the online grocery site would make my life easier.
6. I would find the online grocery site useful in life.
7. Learning to operate the online grocery site would be easy for me.
8. I would find it easy to get the online grocery site to do what I want it to do.
9. My interaction with the online grocery site would be clear and understandable.
10. I would find the online grocery site to be flexible to interact with.
11. It would be easy for me to become skillful at using the online grocery site.
12. I would find the online grocery site easy to use.

Have a brief interview about the overall experience of using the online grocery website.  
As a class at the completion of the task discuss the process of conducting a user evaluation.  
What are the advantages and disadvantages of this approach to evaluating a system?  
How could this be improved if conducted in the real world? (e.g. screen recording)

## 5. Group Work

Spend the remaining time in the lab working on your group project.