Putting Evaluation Results to Good Use

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You Performed the Usability Evaluation: Now What?

1. Fill the information about the method, the participants, and the tasks
2. Look at the evaluation data and explore the following:

    1. Did everyone finish all tasks?
    2. Were there tasks that were harder to perform?
    3. What were the causes of the difficulties?
    4. Did the users provide feedback and suggestions for improvements or corrections?

Reporting and Discussing Evaluation Data

- **To summarize** the most important outcomes of the evaluation, make a **table** where you list **all the detected problems** and provide the **user suggestions and/or your solution**
- **Refine the mockup** to address the problems
- **Include the modified mockup in the logbook** with a brief note identifying what was changed and why

Critical Analysis

- Provide a **brief critical analysis** of the work presented including the **strong points** of your work and those that you consider are the **weak spots.**
- Provide **suggestions on how weak points could be improved**
- Provide a clear statement of **how much each member of the group contributed to the work.**
  - Consider that the work is 100%. How much did each of you do?
- **Self Evaluation:** How much is your work worth? 1-20

Task 08

- Finish filling your project logbook
- Submit it in eLearning until **Monday, 4th Apr 2022 @ 10h30 (submissions already open)**

What You Should Take from this Module

Usability is key to put technology to our service

- **Technology** is an important part of our daily life, but how much it can assist us depends on how we can use it

- Good **usability is a paramount requirement** for any interactive system

Human Needs and Motivations First!

- Numerous factors contribute to **usability:**
  - easy to understand
  - comfortable
  - intuitive
  - …
- But, the first aspect to be satisfied is that it **serves the needs of its users!**

A system exists because someone needs it!

Understanding What Users Need and Where is Crucial

- Know users, their characteristics and motivations
  - **Humans have abilities and limitations**
  - **Personas**
- Usability is also affected by the context of use: when, where, and how the system is used
  - **Scenarios**
- Analysing the scenarios provides us with a list of what the system needs to do
  - **Requirements**

Materializing our Idea in Something Tangible and Discussable

- Then, we need to test our ideas:
  - **Prototypes**
    - **Paper mockups (cheap and fast)**
    - **Powerpoint**
    - **Figma…**
- To build the prototypes we need to understand what makes systems usable:
  - **Usability Principles (heuristics)**
  - **Successful Usability Paradigms**

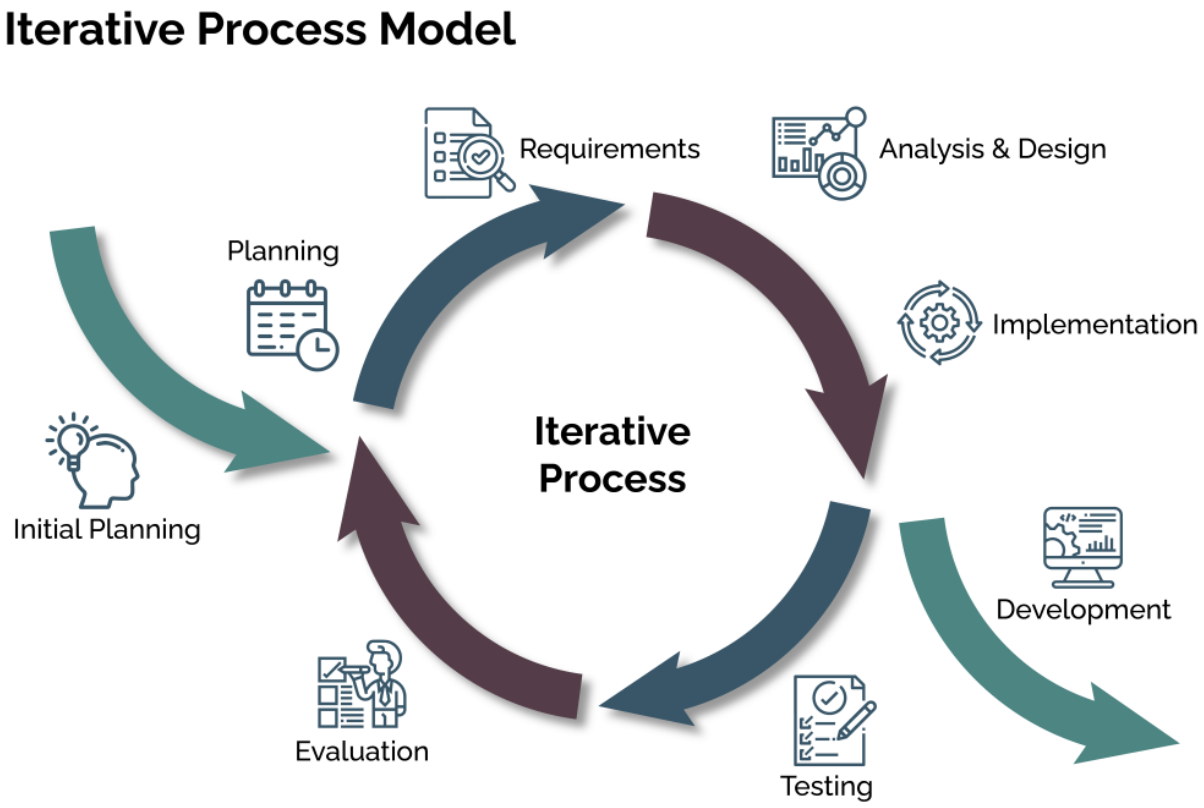
And We Must Test our Ideas

- And we need to evaluate if we are going the right way:
  - Heuristic Evaluation
  - **Usability Evaluation**
- And we can use tools to assess satisfaction
  - **System Usability Scale**

The Development Does Not Stop Here

- The outcomes of usability evaluation can help **improve the prototype**
- And, then, **the new prototype needs to be evaluated…**
- Until the system is the best possible

Iterative User-Centred Design



Your Learned a **Methodology**

- What you did was a practical application of a general method that **can be applied to every work where you are developing for Humans**
- Never start by the technology, start by understanding the **PROBLEM**
- **Engineers solve problems.** Being good at **specifying the problem, explaining and validating your proposal** needs to be one of your core competences