

Heuristic Evaluation: Exercise

User Experience Design

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Goal

- Conduct an individual Heuristic Evaluation on a low-fi prototype
- Share results with the class and reach an agreement

Recap: Phases of Heuristic Evaluation

1. Pre-evaluation training
 - Give evaluator information about the domain and the scenario to be evaluated
2. Evaluation
 - Individual
3. Severity Rating
 - First, individually
 - Then, aggregate and find consensus
4. Debriefing
 - Review with the design team

Recap: Evaluation (I)

- Define a set of tasks, that the evaluators should analyze
- For each task, the evaluator should step through the design several times, and inspect the UI elements
 - On the real design, or on a preliminary prototype
- At each step, check the design according to each of the heuristics
 - 1st step, get a general feeling for the interaction flow and general scope
 - 2nd step (and following), focus on specific UI elements, knowing where they fit in the general picture

Recap: Evaluation (II)

- Where problems may be found
 - A single location in the UI
 - Two or more locations that need to be compared
 - Problem with the overall UI structure
 - Something is missing
 - May be due to prototype approximation
 - May still be unimplemented

Exercise

- Target prototype: **RealDeal**
 - Flow diagram: <https://polito-uxd-2023.github.io/materials/slides/09b-exercise/realdeal-prototype.jpg>
 - **BEWARE: pre-feedback!**
 - **DO NOT** use it as an example of good prototype!
- Goal: to encourage people to meet each other in person by giving them some offers and discounts on places as «prices»
- Tasks:
 - Finding someone with common interests
 - Getting a discount for a given place
 - Adding a discount for your business

Exercise

- Phase 1: individual evaluation (~30 minutes)
 - Select 1 task and try to perform it following the flow diagram
 - Keep the list of heuristics in front of you while performing the task and take notes
 - If you find usability problems (you will!), specify which heuristic(s) each problem you found is related to
 - Add a rating for each identified problem by applying Nielsen's severity ratings: 0 = not a problem, 1 = cosmetic, 2 = minor, 3 = major, 4 = usability catastrophe
 - Use the [following template](#) as a guide for conducting the evaluation and taking notes

Exercise

- Phase 2: aggregate and find consensus within your group (~10 minutes)
 - Use the same template linked in the previous slide to create a unified report

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