

EVALUATING DESIGNS

motivation and menu

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How can we measure success?

Why Evaluate Designs with People?

What are some things you might want to learn about an interface?
How would you find them out?

Different Methods
Achieve Different Goals
Some Examples...

Usability Studies




Surveys & Focus Groups

San Francisco Street Light Fixtures Survey

Exit this survey

Existing Street Light Options



Fixture Alternate A
Lamp Type: High-pressure sodium
Typical Use: Street light
Configuration: Single head or twin head
Sample Location: Dolores Street
Height: 28'

What is your opinion about Fixture Alternate A

☐ I like the look of this fixture. It would be great for the streets in my neighborhood.

☐ I like the look of this fixture, but it doesn't fit in my neighborhood.

☐ I don't like the look of this fixture.

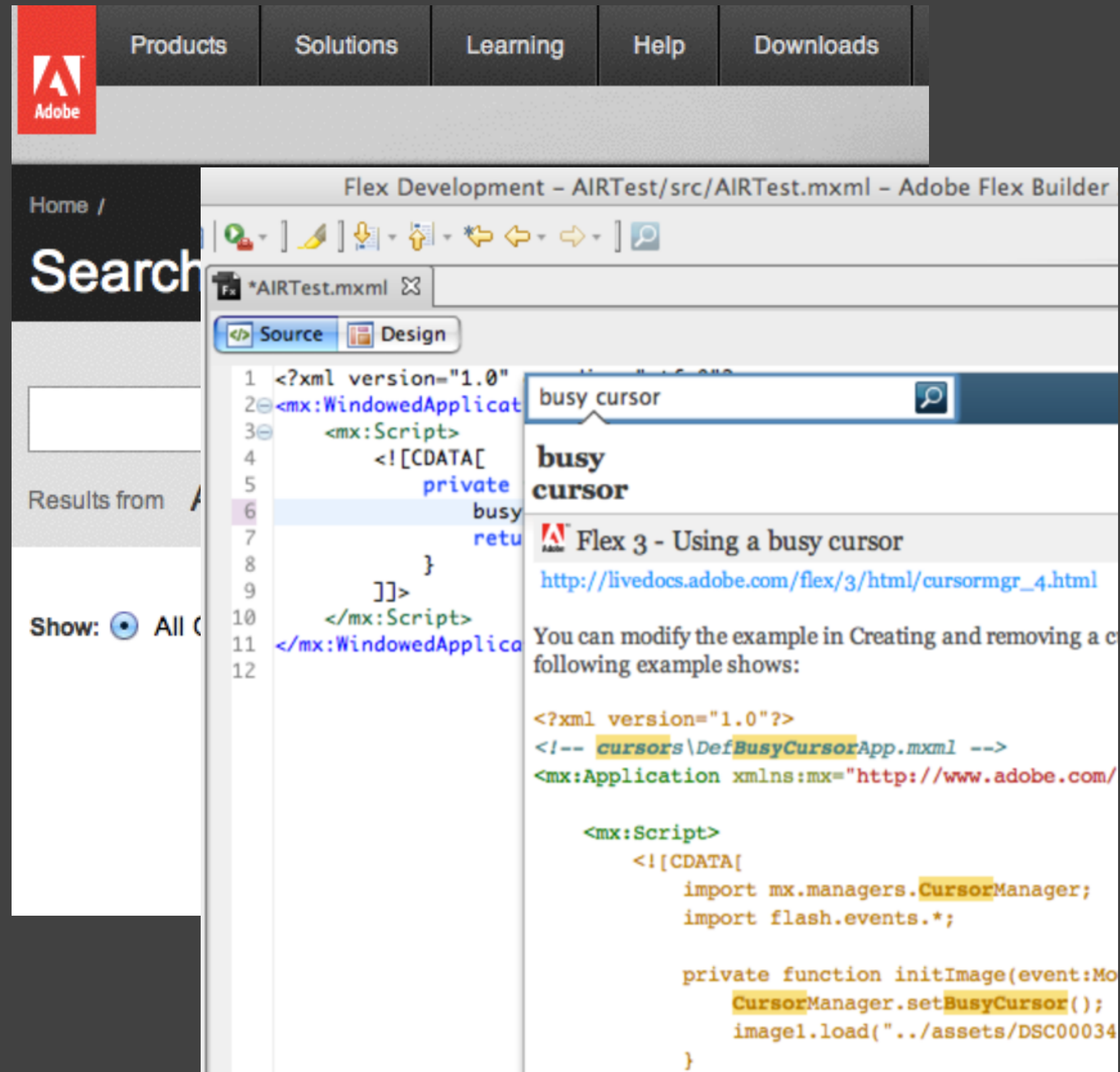
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Feedback from Experts

- Peer Critique
- Dogfooding
- Heuristic Evaluation

Comparative Experiments



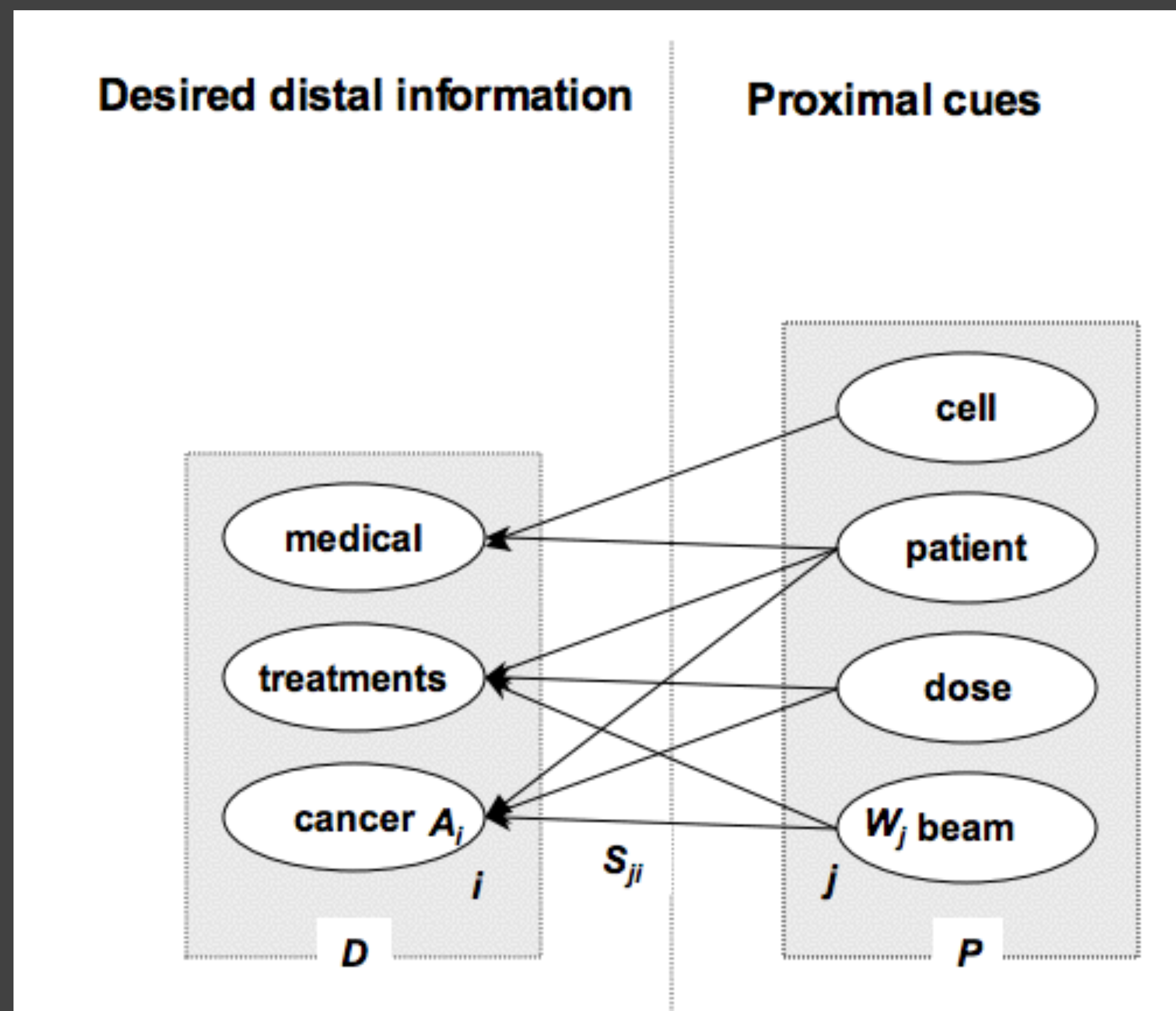
Participant Observation

e.g., Sutton & Hargadon, brainstorming groups

Simulation & Formal Models



courtesy Shumin Zhai



courtesy Peter Pirolli

Issues to Consider

- Reliability/Precision
- Generalizability
- Realism
- Comparison
- Work Involved

What do you want to
learn?