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# AVALIAÇÃO COM USUÁRIO

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Tiago Massoni



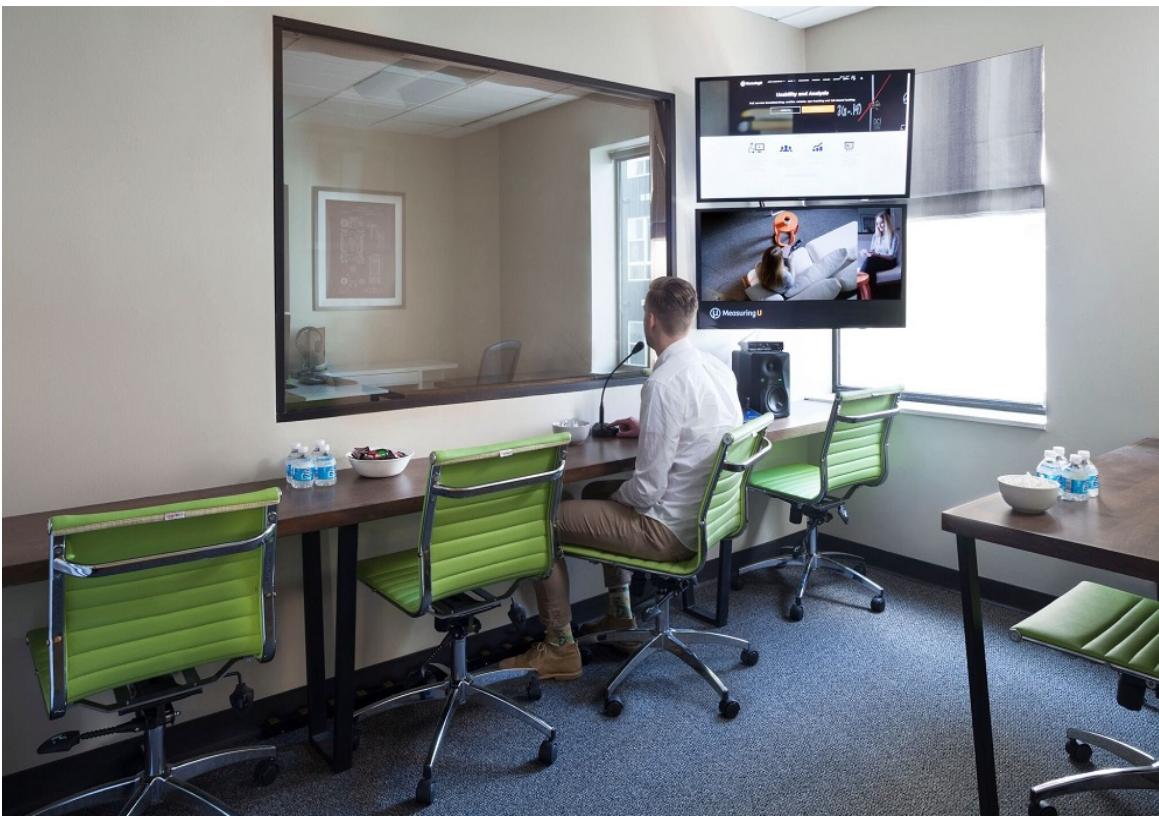
# Tipos de avaliação

Com usuários



Sem usuários

# Com usuários



# **Testes com usuários**

**Experimentos**, em laboratório

**Estudo de campo**, em ambientes reais de uso (casa, universidade, trabalho, lazer)

**Teste de usabilidade**, em ambiente controlado

# Experimentos

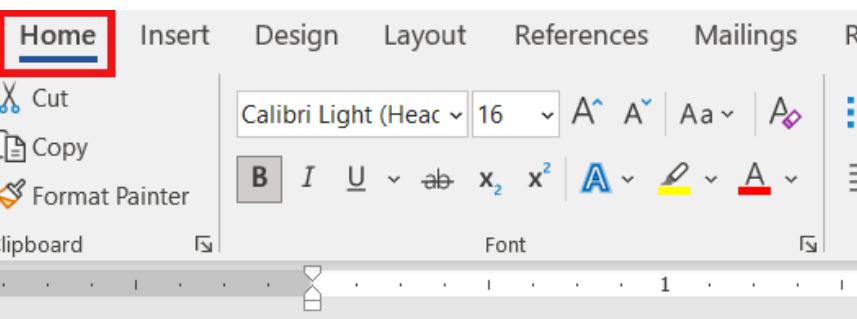
Contexto de **pesquisa**

Teste de hipóteses

**Rigor**

Maior confiança nos resultados

Ex: Menus contextuais são mais fáceis de usar do que menus do topo



Font

Calibri Light (Hea 16 **B** *I* U ~~ab~~ <sup>x<sub>2</sub></sup> <sub>x<sup>2</sup></sub> A A A

Font

Font Size

Line spacing

Paragraph styles

Align

Numbered list

List options

Customize

Line spacing

Paragraph spacing before

Paragraph spacing after

Custom spacing...

Single

1.15

Double

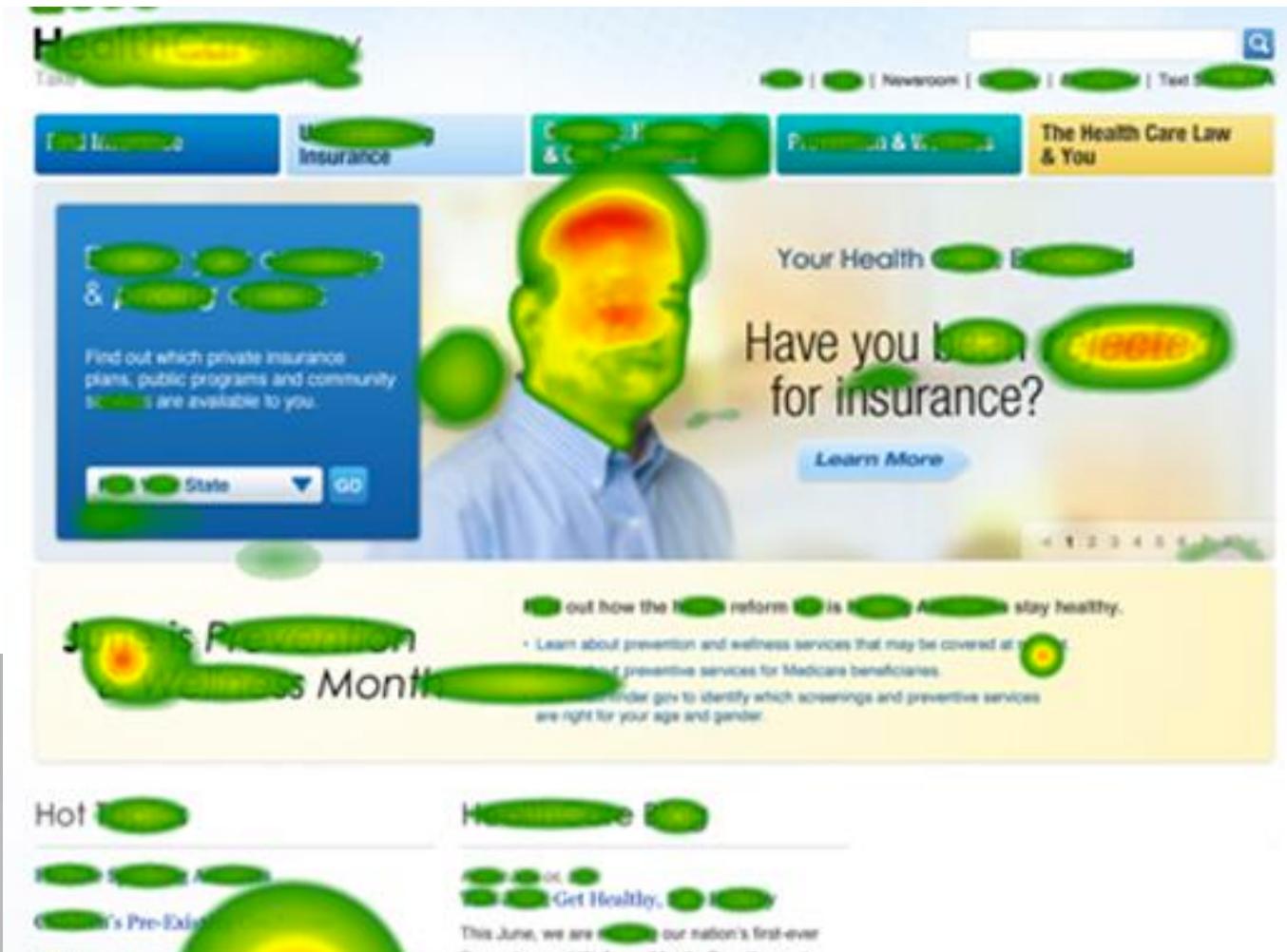
Custom: 1.2

Add space before paragraph

Add space after paragraph

Custom spacing...

A screenshot of the Microsoft Word ribbon showing the 'Home' tab selected. A context menu is open over a paragraph of text, displaying various styling options like Bold, Italic, Underline, etc., and a 'Line spacing' option. The 'Line spacing' option is expanded, showing settings for Single, 1.15, Double, and Custom (set to 1.2). Below these are options for adding space before or after paragraphs, and a 'Custom spacing...' button.



# Métricas

Número de usuários que **completaram** a tarefa

Número de **erros**, e tipos de erro, por tarefa

Número de acessos ao **menu de Ajuda**

Proporção de usuários que comentem um **tipo de erro específico**

# **Estudo de Campo**

Hoje, mais fáceis de fazer

**tecnologia**

Contexto livre, real

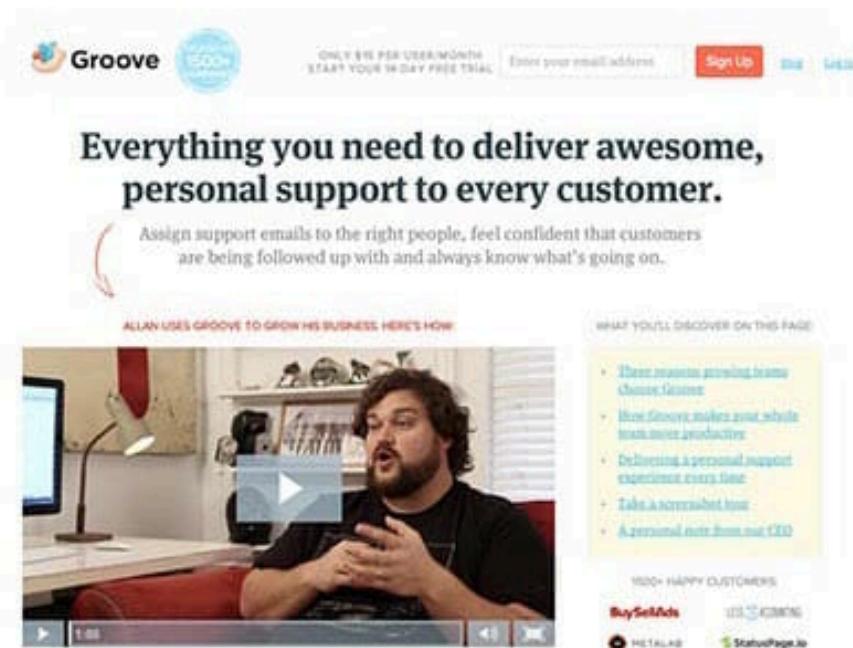
Pouco (ou nenhum) controle sobre o usuário

# Testes A/B

Original: 2.3%



Long Form: 4.3%



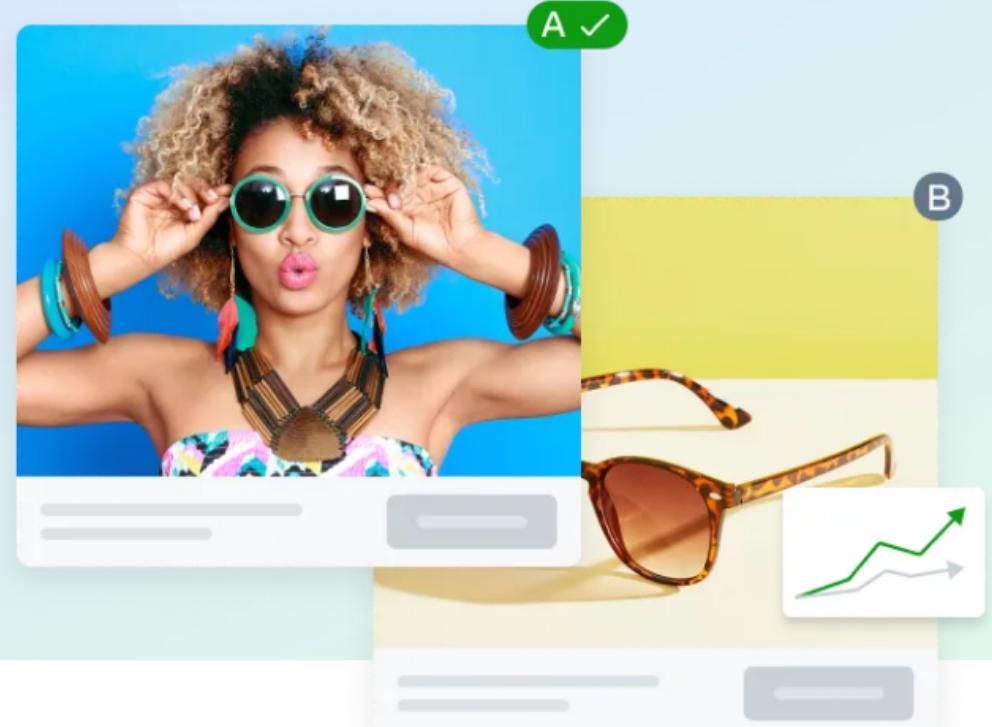
◎ Anúncios da Meta

## Otimize as campanhas de anúncios com testes A/B.

Saiba como fazer testes A/B para gerar retornos maiores para suas campanhas de anúncios.

[Saiba mais](#)

 [Começar](#)

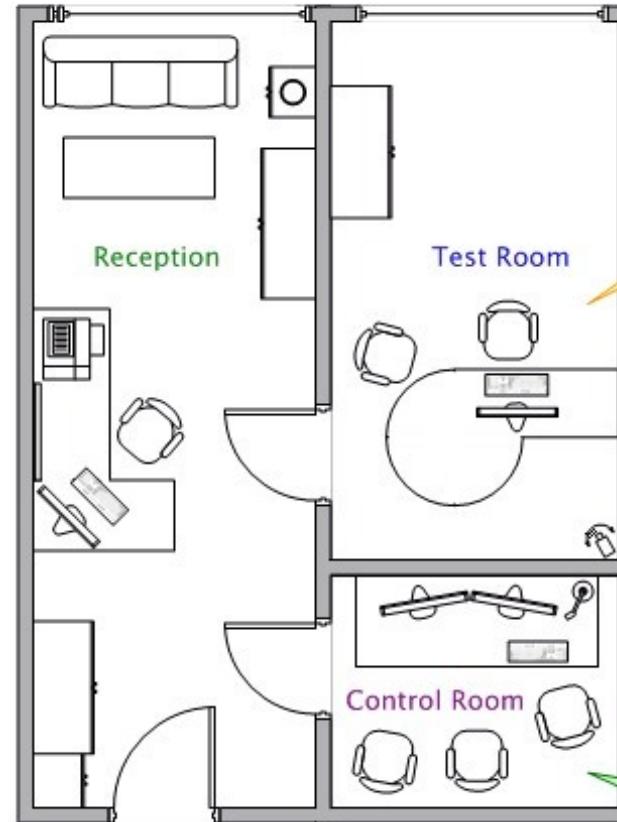


# Teste de usabilidade

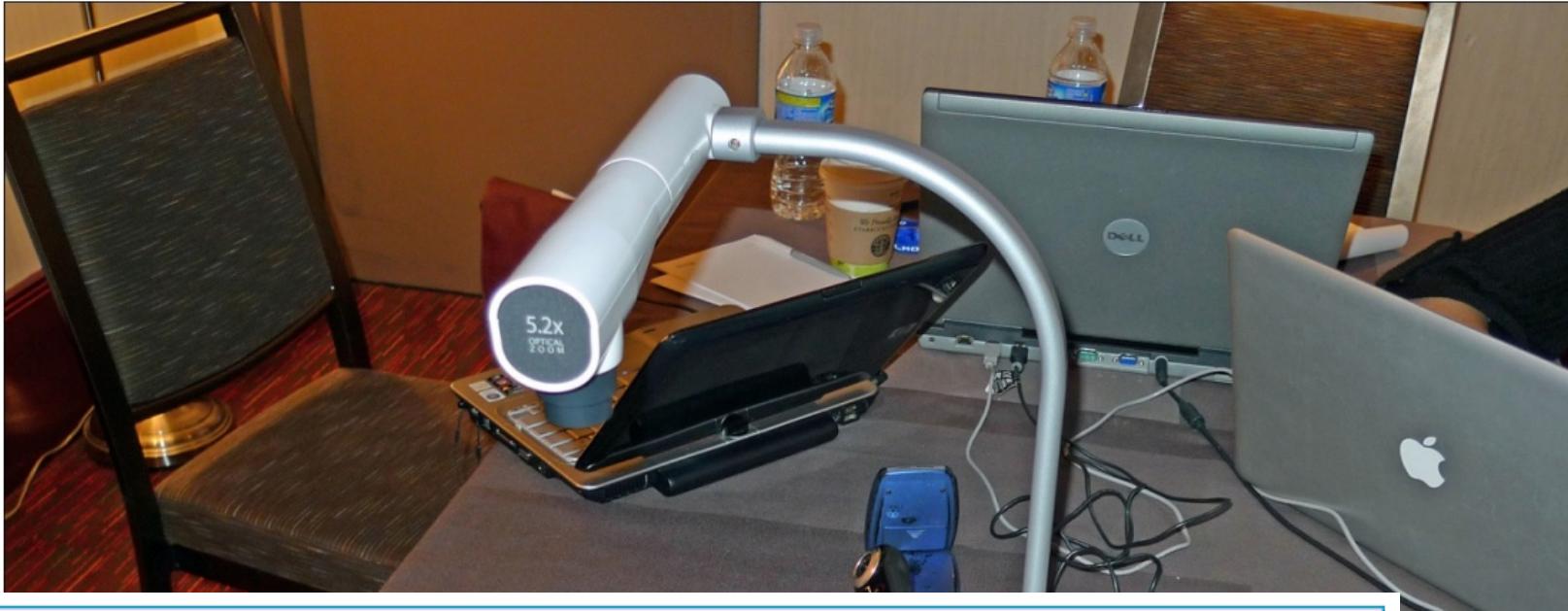
Ambiente **controlado**

*Designer* monitora e define o contexto, influências

# Usability labs



# Testes do iPac (2010)



App or website	Task
iBook	Download a free copy of <i>Alice's Adventures in Wonderland</i> and read through the first few pages.
Craigslist	Find some free mulch for your garden.
Time Magazine	Browse through the magazine, and find the best pictures of the week.
Epicurious	You want to make an apple pie tonight. Find a recipe and see what you need to buy in order to prepare it.
Kayak	You are planning a trip to Death Valley in May this year. Find a hotel located in the park or close to the park.

In different apps, **touching a picture** could produce any of the following 5 results:

- **Nothing** happens
- **Enlarging** the picture
- **Hyperlinking** to a more detailed page about that item
- **Flipping** the image to reveal additional pictures in the same place (metaphorically, these new pictures are "on the back side" of the original picture)
- **Popping up** a set of navigation choices

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