

Quiz # 3
May 21st 2010

1. The Design team has submitted you an interface and you want to check whether adding 'ToolTipText' to icons will improve the accuracy. You decide to carry out empirical evaluation. What would be the dependent and independent variables? What hypothesis do you suggest? How would you carry out the experiment?
2. What is the difference between **Think Aloud** and **Cooperative Evaluation**?
3. How **Fixations** and **Saccades** help in evaluating the usability of an interface?
4. Give advantages and disadvantages of **Lab** and **Field** studies.