

Solution – Quiz #3

BESE 15B

1. Your team has developed an interface and you are required to evaluate whether a font style of Times Roman, Arial, Courier or Calbiri in your menu items would make the selection easier for the users. Using empirical evaluation, state the dependent and independent variables, the hypothesis, the experimental design and the way you will actually carry out the evaluation.

Answer

Dependent Variable: Font Style

Independent Variable: Selection Time

Hypothesis: Changing the font style has no effect on selection time.

Experimental Design: With-in Subjects

Three identical interfaces will be developed the only difference being the font style. Users will be asked to perform a selection task and time taken to accomplish the task will be measured. Based on the selection times, the hypothesis will be disproved/proved. The font style resulting in minimum time will be selected.

2. What are the four questions an evaluator should answer in performing a Cognitive walkthrough?

Answer

- a. Is the effect of the action same as user goal at that point?
- b. Is the action visible to the user?
- c. Once the users have located the correction action, will they recognize it?
- d. Will users understand the feed back after action?

3. List the advantages and disadvantages of field and lab evaluations. Give one example of a situation where field/lab evaluation is recommended.

Answer

Lab Studies

- Advantages:
 - Specialist equipment available – Audio Visual Recording etc.
 - Uninterrupted environment

- Disadvantages:
 - Lack of context – Wall papers, cabinets, disturbances (Not close to reality)
 - Difficult to observe several users cooperating

Field Studies

- Advantages:
 - Natural environment
 - Might observe interactions between system and individual that may be missed in a lab study
 - Longitudinal studies possible Days or Months
- Disadvantages:
 - Distractions (Phones, visitors)
 - Noise

Examples:

Lab study – Testing a robot that is to be navigated on mars

Field Study – A ticketing machine