

**Quiz # 4**  
**May 20th 2010**  
**BESE 14 A**

**1. List the four questions you need to answer for each action sequence while performing an evaluation through cognitive walkthrough**

- a. Is the effect of the action same as user goal at that point?
- b. Will users see that the action is available?
- c. Will users recognize what they have located?
- d. Will users understand the feedback after the action?

**2. Give two examples (each) of evaluation methods where we get qualitative and quantitative measurements.**

Qualitative Methods: Cognitive walkthrough, Heuristic evaluation

Quantitative Methods: Eye tracking, Empirical evaluation

**3. Differentiate between within subjects and between subjects experimental design and give one advantage and one disadvantage of each.**

In within subjects design, each subject performs experiment under each condition. It is less costly and less likely to suffer from user variation however a transfer of learning is possible which could result in misleading measurements.

In between subjects design, each subject performs under only one condition. There is no transfer of learning however more users required and variation can bias results

**4. What is Post-Task walkthrough?**

In Post-Task Walkthrough, the observational transcript (written or recorded) played back to participant for comment. This could be immediately after the session where the activities are fresh in the mind of user or it could be delayed which allows evaluator to identify questions.