

# EVALUATING DESIGNS

*motivation and menu*

**Scott Klemmer**

[www.hci-class.org](http://www.hci-class.org)



# How can we measure success?

## How do we know?

# 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.

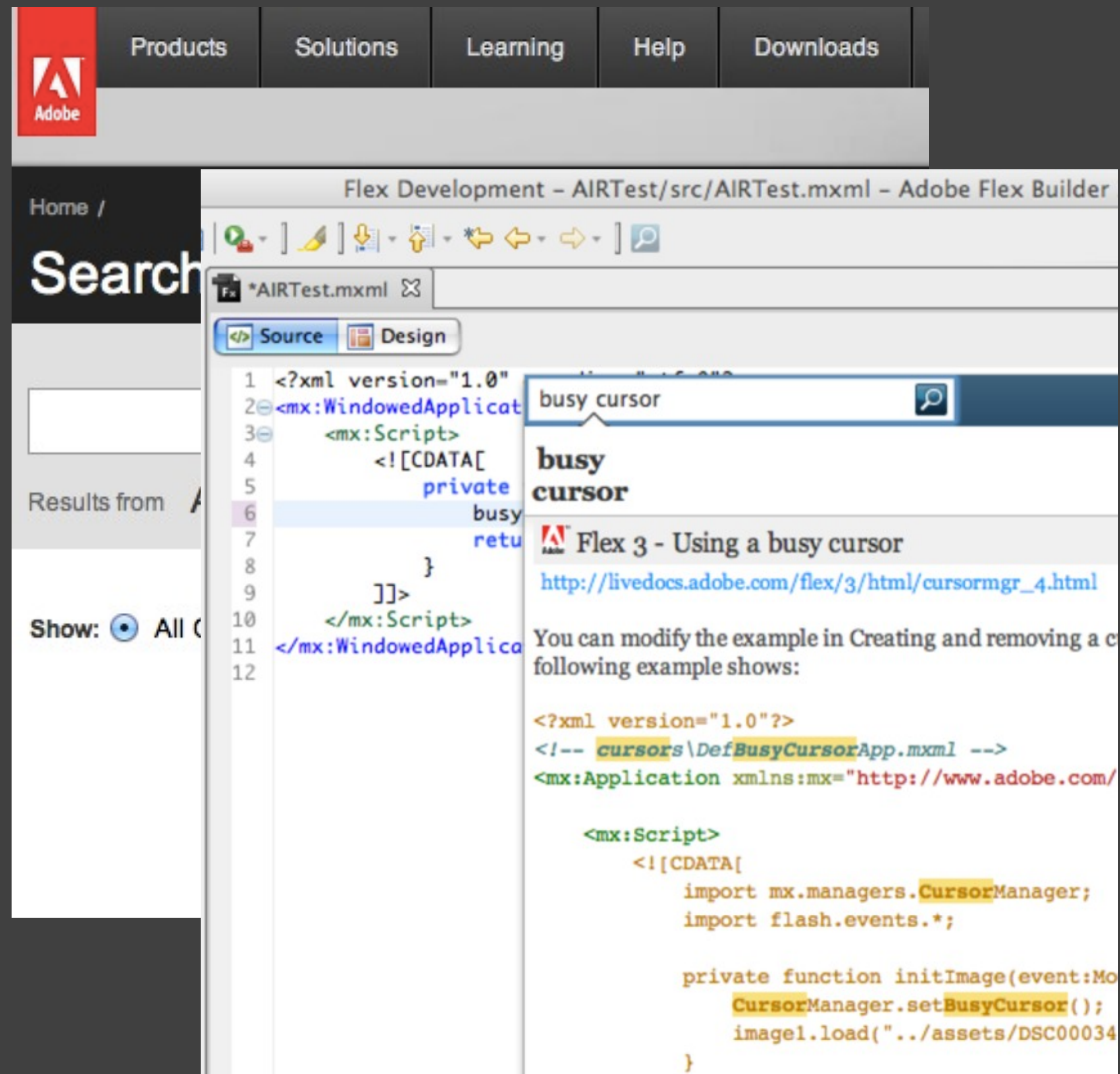
Prev

Next

# Feedback from Experts



# Comparative Experiments



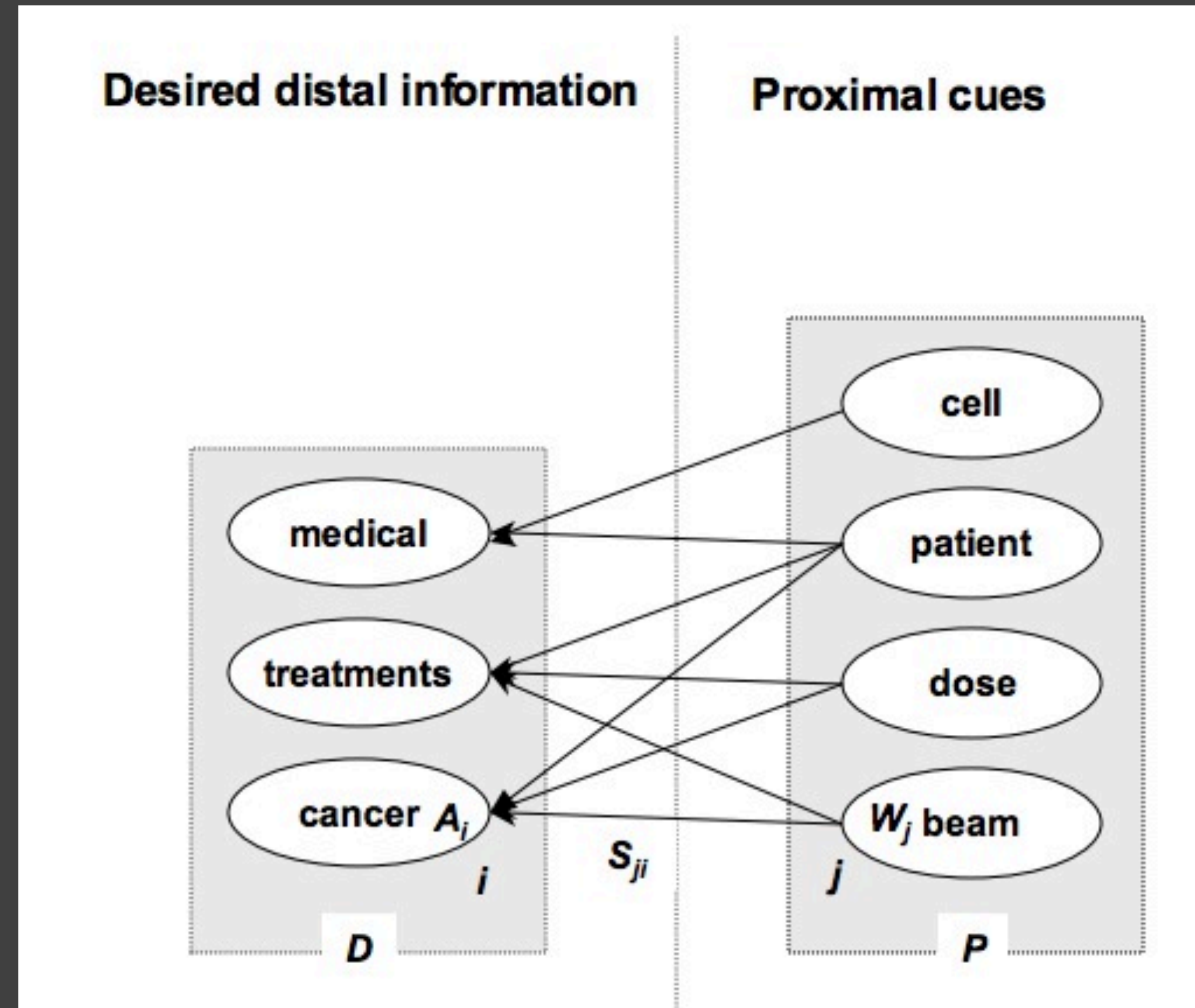
# Participant Observation

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?