

User Evaluation

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Experimental Methods



QUESTIONNAIRE

- Aim
- Length
- Pilot study
- Question order
- Terminology



INTERVIEW

- Structured
- Unstructured
- Interview design
- Age, gender, professional background and language

Experimental Methods



ISO/IEC 9126-4 approach

- Observable metrics
- Quantifiable metrics



USABILITY TEST



Effectiveness

Completion Rate
Number of errors



Efficiency

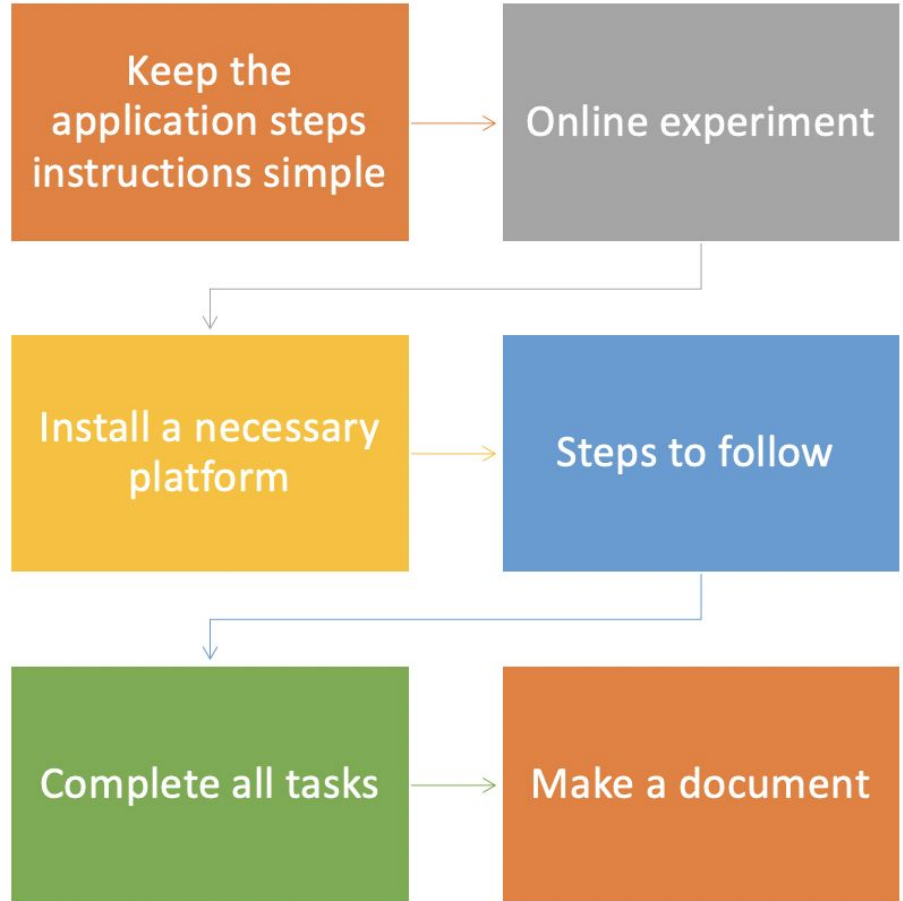
Time-based efficiency
Overall relative efficiency



Satisfaction

Task-level satisfaction

Practical Setup



Selected Subjects



Abbey
Kennedy

Age
35

Highest Level of Education
Finished higher education

Industry
IT

Organization Size
Multi-national



36
Female
IT



User D



Lilly
Watson

Age
30

Highest Level of Education
Less than a high school diplom

Industry
Graphic Designer

Organization Size
Self-employed



29
Female
Management



User E



Mat
Raul

Age
26

Highest Level of Education
Grad Student

Organization Size
Full-time Student

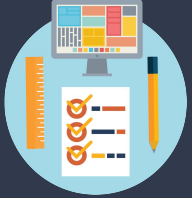


32
Male
Finance



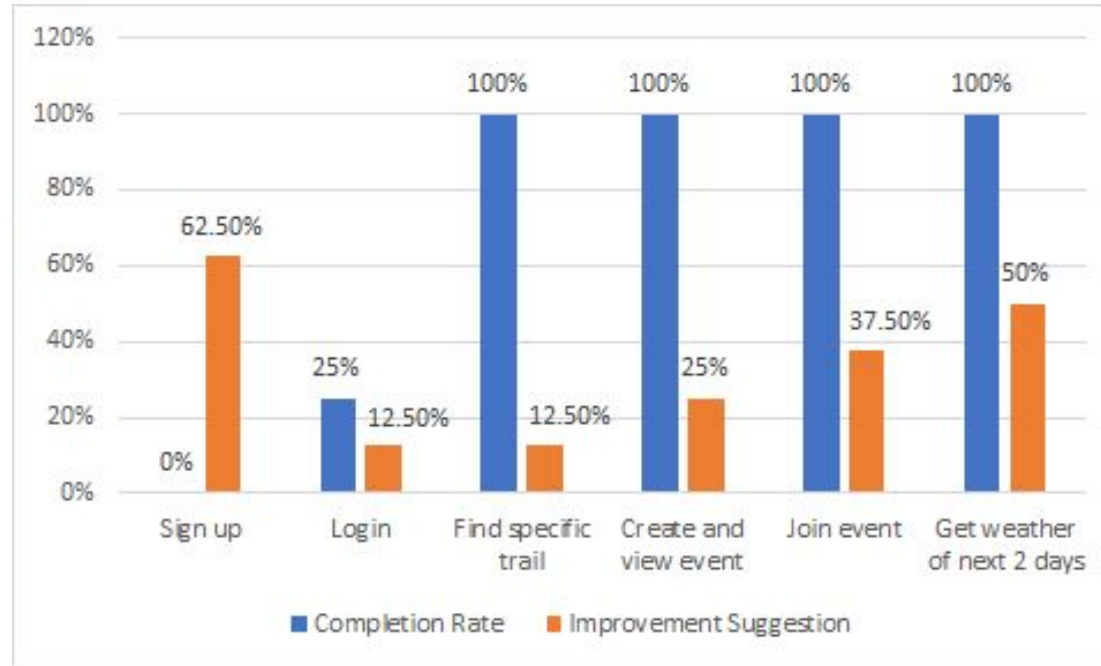
User B

Data Collection



- Data collected during user evaluation included both **quantitative** and **qualitative** data.
 - Qualitative data we have gathered from Stakeholder Interviews.
 - For Quantitative data we have done **usability testing**.
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- Types of Data Collected for Effectiveness, Efficiency, Satisfaction.
 - Count of errors committed by user during task.
 - Participant's comments related to completing a given task.
 - Time spent per completed task.

Data analysis



Overall App's Performance	
Effectiveness(Task completion based)	70.83%
Efficiency(Time based)	0.04 tasks/sec
Overall Relative Efficiency	60.60%
Satisfaction(Task Level)	91.66%

Conclusion



Problem Areas:

- Login
- Sign up
- Responsiveness

What works:

- Color Schema
- Clean and intuitive UI
- Goal is propagated correctly

Future Works:

- Better Sample set with various user types
- Survey on the basis of Design Principles by Apple.

Thank You

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