

# Evaluation Overview

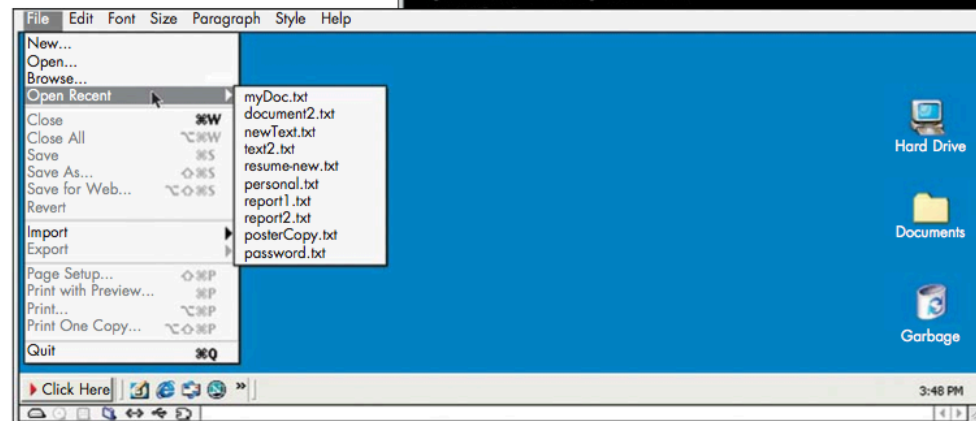
Informatics 132  
5/17/2012

# Recognition Over Recall

Memory for recognizing things is better than memory for recalling things.

5.

```
[4:00am tmi2] pwd
/usr/group/juser/xxx1
[4:00am tmi2] ls -la
total 5
drwxr-x---  2 juser      540 Mar 28 03:45 .
drwxr-x--- 20 juser     4423 Mar 28 03:46 ..
[4:01am tmi2] cp ~juser/test.txt .
[4:02am tmi2] cp ~juser/test/txt text2.txt
[4:03am tmi2] ls -la
total 7
drwxr-x---  2 juser      512 Mar 28 03:45 .
drwxr-x--- 20 juser     3584 Mar 28 03:46 ..
-rw-r-----  1 juser     1522 Mar 28 04:03 test1.txt
-rw-r-----  1 juser     1522 Mar 28 04:02 test2.txt
[4:03am tmi2] pwd
/usr/group/juser/xxx1
[4:03am tmi2] cd..
[4:03am tmi2] pwd
/usr/group/juser
[4:04am tmi2] cp text.dat ~juser/xxx1/test.dat
[4:05am tmi2] cp text.dat ~juser/xxx1/testnew.dat
[4:06am tmi2] cd..
[4:07am tmi2] ls -la
total 5
drwxr-x---  2 juser      512 Mar 28 03:45 .
drwxr-x--- 20 juser     3584 Mar 28 03:46 ..
-rw-r-----  1 juser     1522 Mar 28 04:03 test1.txt
-rw-r-----  1 juser     1522 Mar 28 04:02 test2.txt
-rw-r-----  1 juser     1522 Mar 28 04:05 testnew.dat
```



## TODAY

- Q&A Cards
- Sketching Critique
  - S6: *Interpersonal Communication*
- Evaluation

## UPCOMING

- Monday:
  - Group Project Time
  - P2 Due
- Wednesday:
  - More on Evaluation

# Sketching Critiques

## 15 minutes

- Break into groups of 3
- Take turns showing and explaining your 3 sketches with each other
- Critics should offer advice and feedback about the idea
  - Strengths, Weaknesses, Originality, Feasibility
  - Sketcher: take notes about what feedback was offered
  - Critic: be critical, but constructive and courteous!
  - Each critic should sign and date the page after the sketches

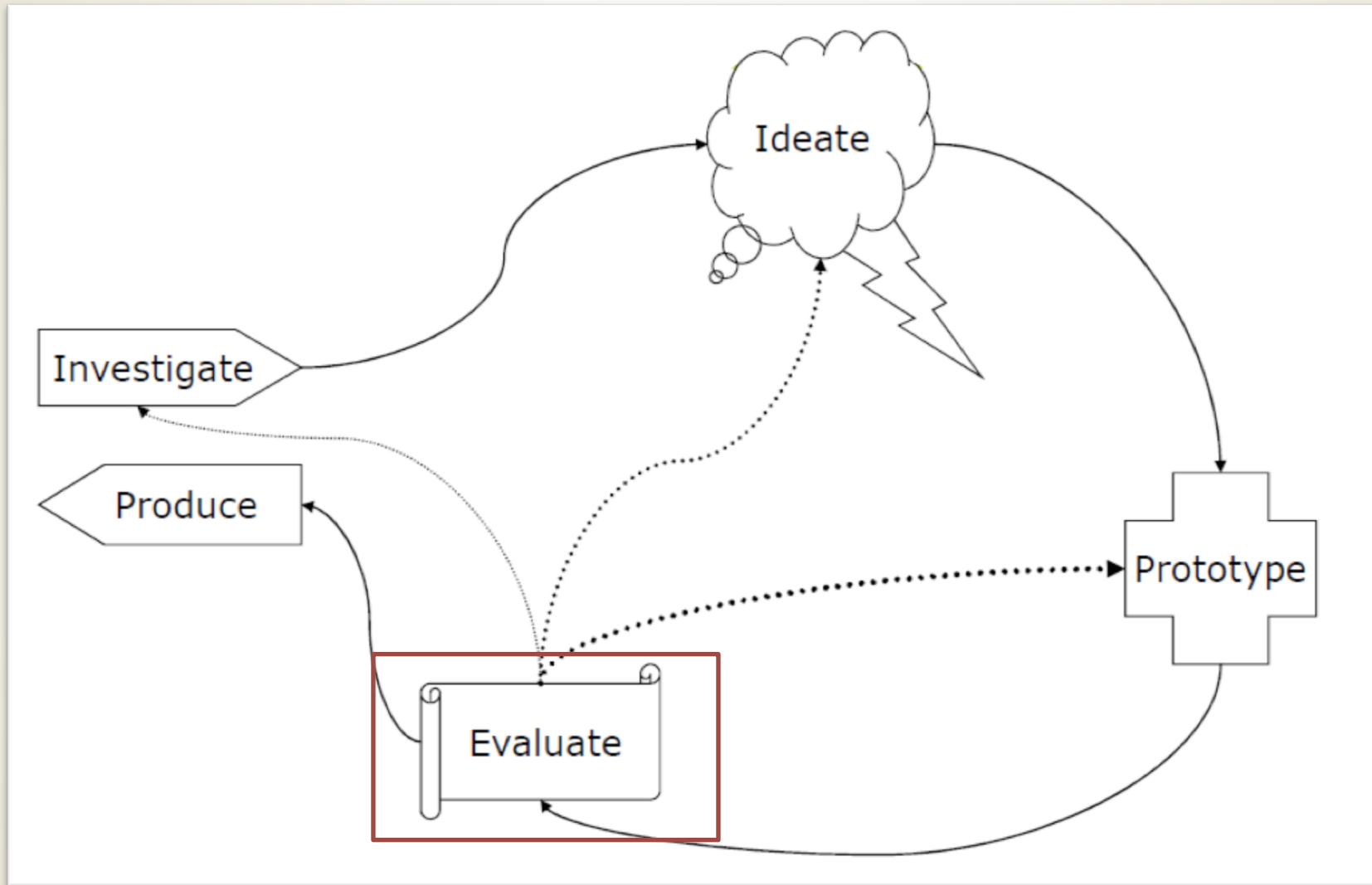
# P3: Prototyping

- Create an interactive, hi-fi prototype of your design idea(s) that shows some details of the interaction
  - Method of prototyping is up to you
  - You may use multiple methods if you need to do so to convey aspects of your prototype, but at least one of these must be hi-fi
  - You do not need to create more than one
- Deliverables
  - ~5 min demo of your prototype during class
  - Prototype artifacts
  - What/how you might change based on class discussion

## Pro Tip!

- As you are working on your prototypes, be thinking about your evaluation plan
- The turn around time between P3 and P4 is SHORT.

# In the Design Process...



# Many Approaches to Evaluation

## Usability goals:

- Effectiveness
- Efficiency
- Safety
- Utility
- Learnability
- Memorability

## User experience goals:

- Satisfying
- Pleasurable
- Rewarding
- Fun
- Provocative
- ...

***Consider your project. What are your usability goals? What are your user experience goals? How would you define and operationalize these goals?***



# Why and Where to Evaluate

- Why?
  - Feedback on design directions and ideas
  - Discover major issues
  - (Help to) resolve disagreements
- Where?
  - In laboratory (controlled)
  - In natural settings (uncontrolled)

# When to Evaluate

- Early design of an artifact
- Evaluation of working prototype
- Refining or maintaining a product
- Competitive comparison between two products
- Exploring an new design concept
- Demonstrate performance for a procurement contract

# Types of Evaluation

- Analytic (design judgment – users not involved)
  - Often called “discount evaluations”
  - Standards enforcement
  - Heuristic evaluations
  - Cognitive walkthroughs
- Empirical (involves users)
  - Usability testing
  - Field studies
  - Click-through studies