

Evaluating Your Prototype *without* Users

Class 29

- ## Agenda
- 3:00-3:20 Evaluating without Users
 - 3:20-3:50 Evaluate your prototypes

Overview of Evaluation Methods

Without users	With tasks <i>Cognitive Walkthrough</i>	Without tasks <i>Heuristic Evaluation</i>
		<i>Inspection Methods</i>
With users	<i>Think Alouds</i> <i>Wizard of Oz</i>	<i>Alpha/Beta Testing</i>

Inspection Methods

- Use inspection methods *before* conducting a user study with participants
- You are the *analyst* where you are trying to *put yourself in the users' shoes*
- What are the implications of this statement?

Inspection Method Issues

- Challenges with inspection methods?
- Relationship between inspection methods and usability studies?

Inspection Method Skills

- Analytic technique and you are the analyst
- Like code inspections but at the design level
 - Discuss code inspection goals, process, and motivations
- Performed individually or in a group
 - Tasks and scenarios guide interactions with mock-up
- Structured techniques for systematically
 - Analyzing designs
 - Recording problems
 - Prioritizing problems

Cognitive Walkthroughs

- Motivation: Walk-up-and-use Interfaces
- What: Sequence of actions a user will do to conduct a task - *critique of likelihood to do the intended action*
- Who: Individual or a group
- When: Before coding - after some fidelity prototype
- What:
 - Task
 - Idea of who the user is
 - Cognitive Walkthrough Checklist

How to Do a Cognitive Walkthrough

- Generate the list of steps
 - Why do this prior?
 - Happy paths
- Do the walkthrough
- Write up the walkthrough summary

Doing the Walkthrough

- Go through your list of actions step by step and be realistically critical about the credibility of the user taking this action
- Review the walkthrough checklist
 - Do not exclude other issues that come to mind; examples?
 - Describe WHY the step is problematic, do not just use my handy labels
- Keep moving! Do not start redesigning in the middle of the walkthrough.

CW Checklist

- Match to Intent
 - Will users be trying to produce whatever effect the action has?
 - Does the required action match the user's intentions?
 - Do users have the required knowledge?
- Visibility
 - Will users see the control (menu, button, switch) for the action?
- Labeling
 - Once users find the control, will they recognize that it produces the effect they want?
- Indication of Progress
 - After the action is taken, will users understand the feedback they get, so they can go on to the next action with confidence?

Doing the Walkthrough Summary

- Analyze your findings to produce a report
 - Outlining possible problem spots
 - Why is this a problem?
 - What are possible design solutions?
 - Prioritizing the problems found by severity
 - Must fix, desirable to fix, nice addition
 - Provide some reason as to why a problem is severe or not

Do a Walkthrough Together

- Task: Katie wants to lose weight after the birth of her child. She has heard a lot about the Atkins diet and know people have had success with it. She wants to learn more about the diet and if it is a healthy way to lose weight. She saw a commercial for WebMD.com and figured that would be the best source because they must work with MDs to have that name.
- Mini-Persona: Katie uses the web on a daily basis as part of her work and is comfortable navigating through most web sites. She has almost no knowledge about weight loss or nutrition. She is relying completely on the WebMD.com website to find out all the information she needs.

Cognitive Walkthrough: WebMD.com

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|---|
| 1. Enter URL – www.webmd.com |
| 2. Click on <u>Women's Health</u> |
| 3. Click on Diet and Weight Loss |
| 4. Click on Evaluating the Latest Diets |
| 5. Click on Atkins Diet |
| 6. Read text |

Cognitive Walkthrough: WebMD.com

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| 1. Enter URL – www.webmd.com <i>(Match to Intent, Visibility, Labeling, Indication of Progress)</i> |
| 2. Click on <u>Women's Health</u> <i>(Match to Intent, Visibility, Labeling, Indication of Progress)</i> |
| 3. Click on Diet and Weight Loss <i>(Match to Intent, Visibility, Labeling, Indication of Progress)</i> |
| 4. Click on Evaluating the Latest Diets <i>(Match to Intent, Visibility, Labeling, Indication of Progress)</i> |
| 5. Click on Atkins Diet <i>(Match to Intent, Visibility, Labeling, Indication of Progress)</i> |
| 6. Read text <i>(Match to Intent, Visibility, Labeling, Indication of Progress)</i> |

Cognitive Walkthrough Issues

- How to write them up

- Strengths and limitations of this method

CW On Your Prototype

- Conduct a CW on your prototype (From Monday's class)
- Write a summary for your update report

Looking forward

- *Update reports due Friday*
