Media Computing Project

Lecture 3: Evaluation Methods

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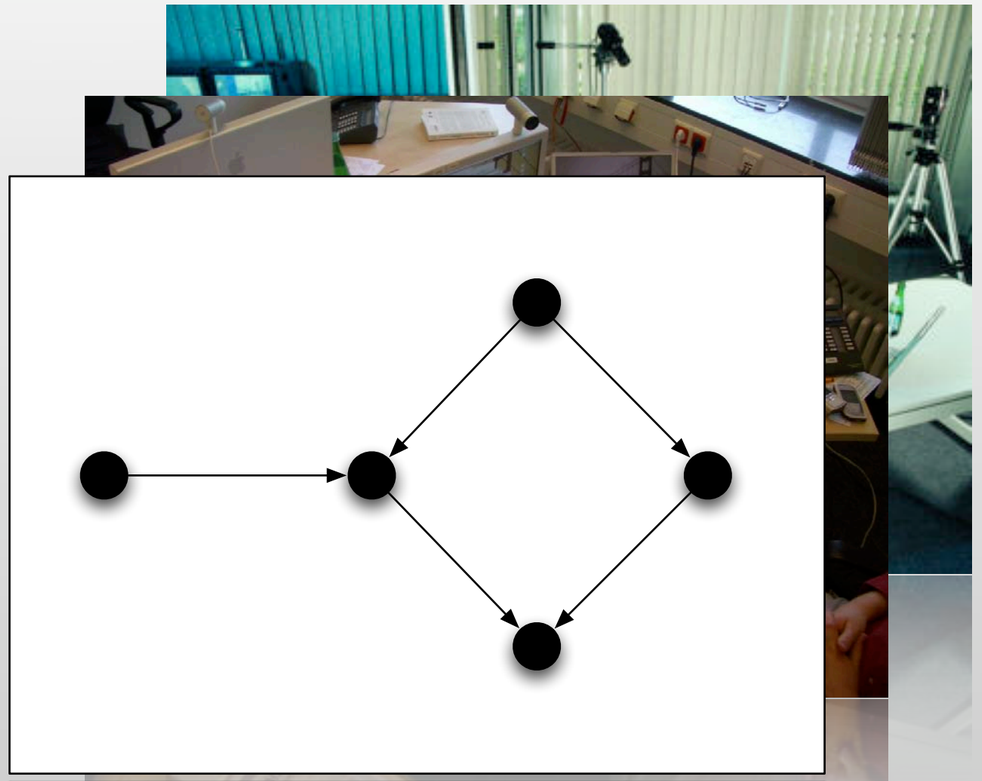
media
computing
group

Usability Testing

- Decide what method(s) to use
- Create test plan for each method
- Recruit users (if applicable)
- Perform test
- Analyze results

Test Methods

- User Test
- Contextual Study
- Heuristic Test



Test Plan

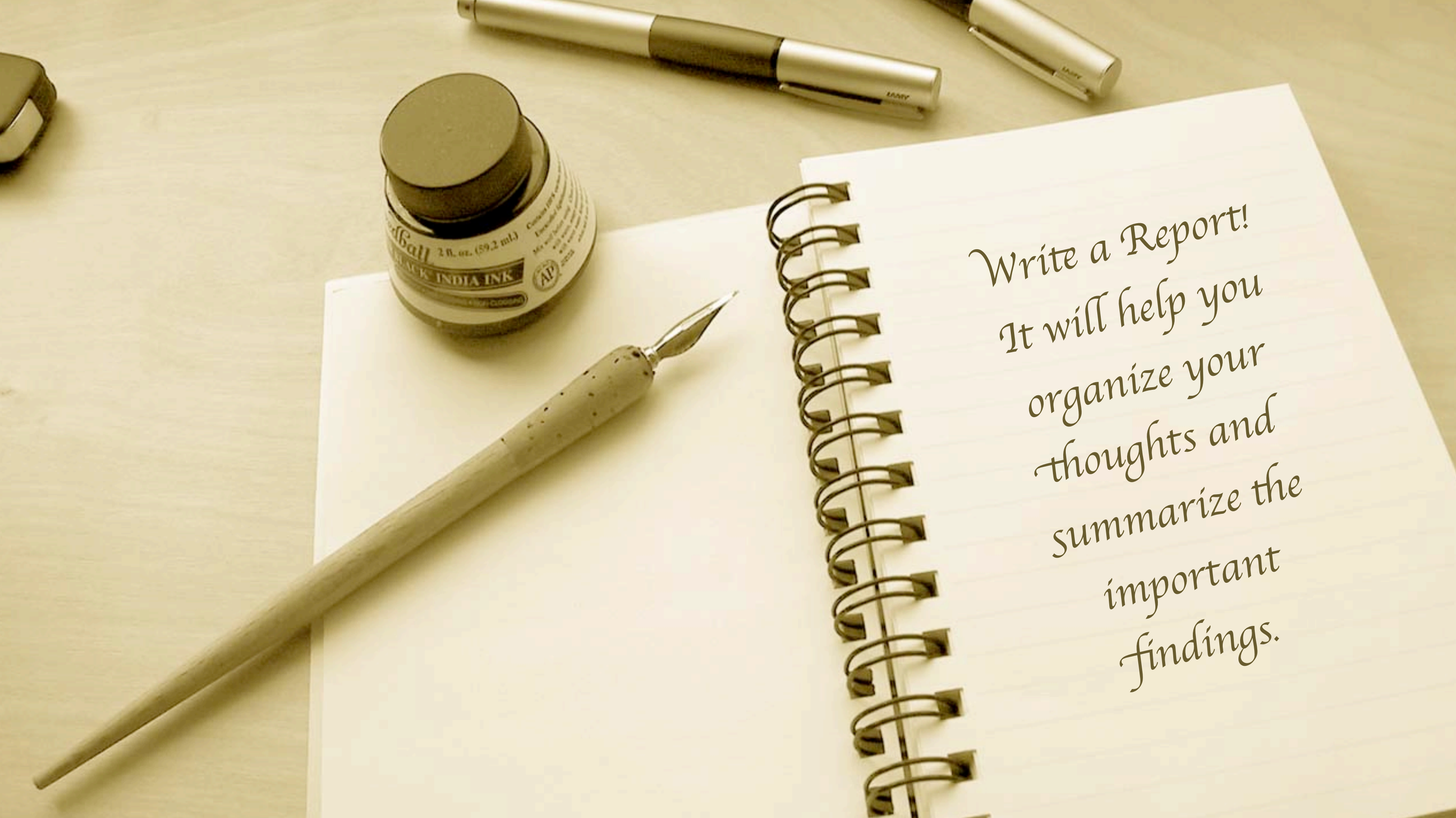
- Goals?
- Where, when, how long?
- Participants?
- Tasks? Criteria?
- Equipment? Aids? Help?
- Data recording? Analysis?

Participants

- Representative (diverse) population
- Gather profile data (age, gender, background, etc.)
- Plan everything ahead, be prepared

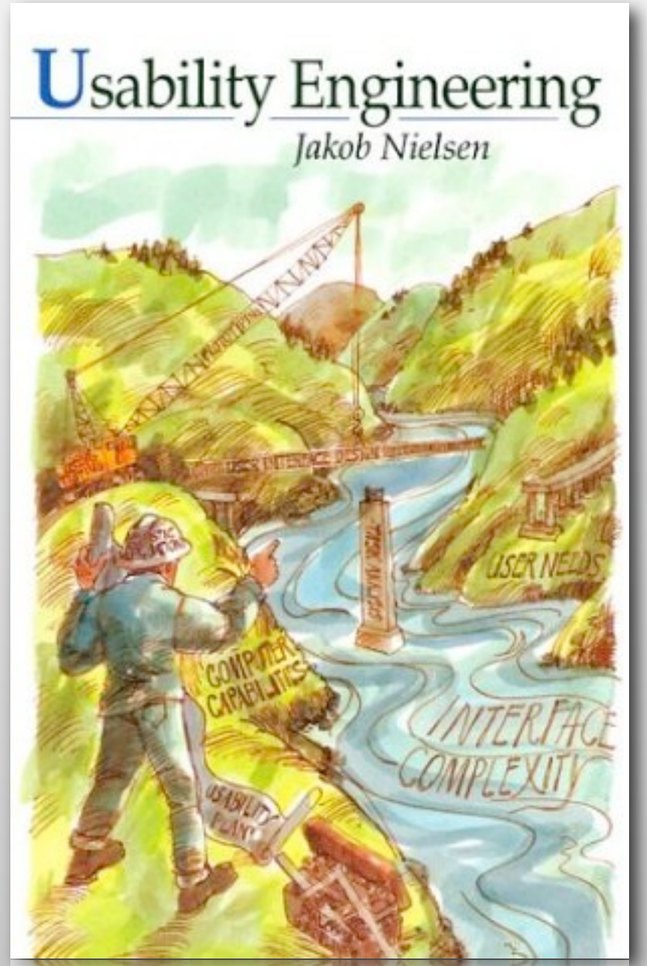
Affinity Diagram

- Scale down large result set
- Collection of Post-its
- Grouping for similarity
- Teamwork


Write a Report!
It will help you
organize your
thoughts and
summarize the
important
findings.
BLACK INDIA INK

Literature

- Jakob Nielsen:
  Usability Engineering



Deliverables

- Evaluate paper prototype
- Publish a report in your Blog
- Improve the design