HCI: Evaluation

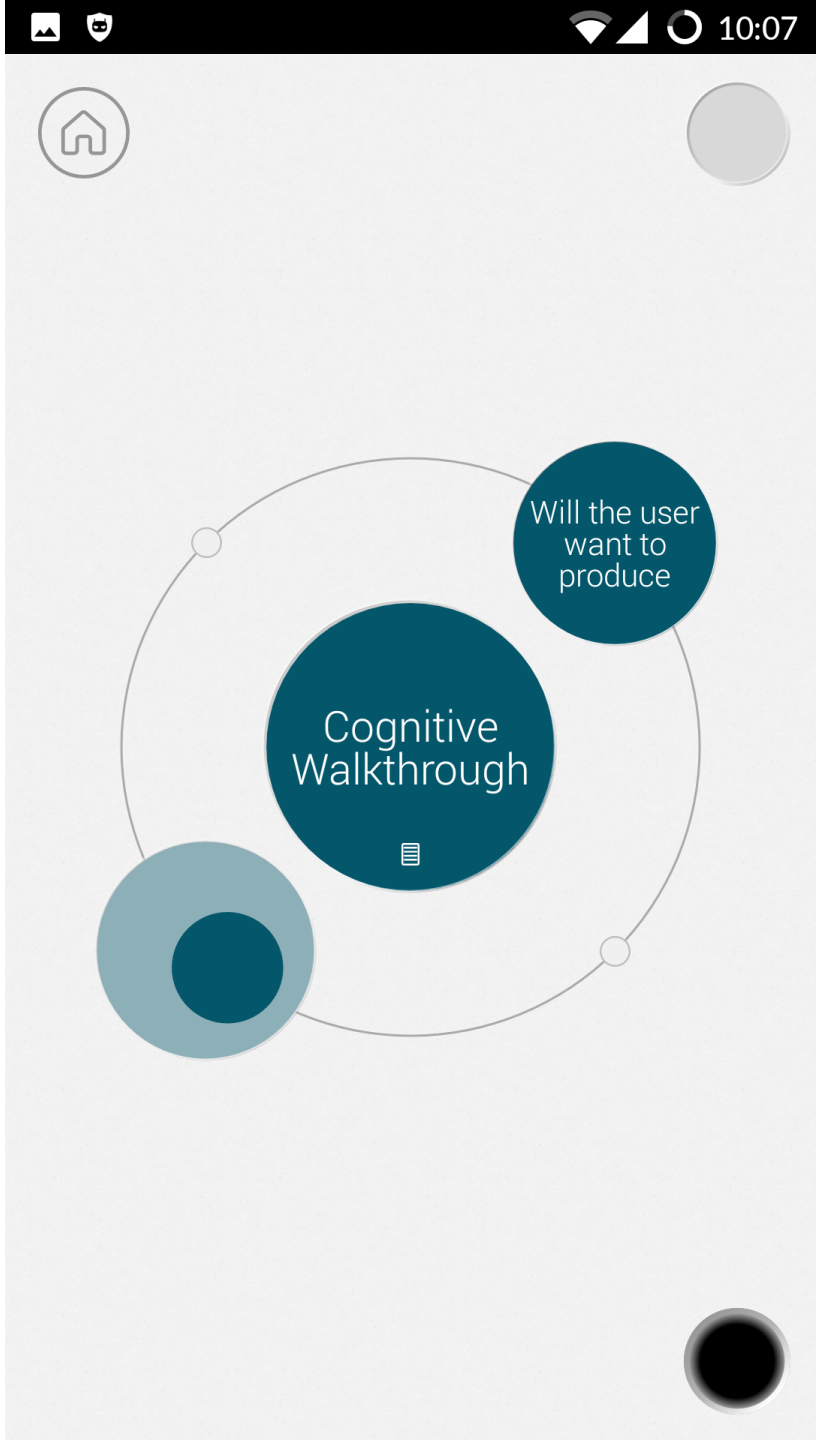
Dr Kami Vaniea

October 2020

What is evaluation and why do we do it?

Evaluation is about understanding if your newly designed interface is usable or not.

In other words, you have a question about your design you want answered. Evaluations let you find answers.



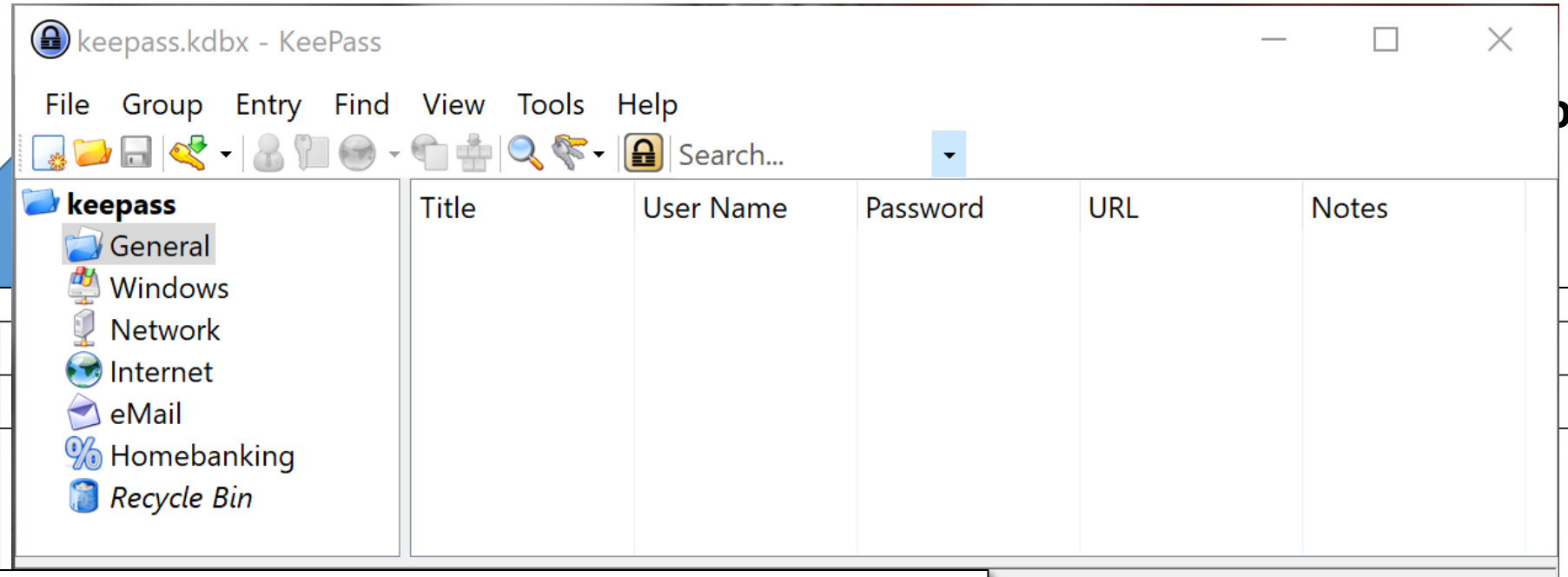
Why you are evaluating impacts how to evaluate

Feedback with the goal of improving the product. Why is it not usable?

Prove that the product is, or is not, usable. Demonstrate that it is ready for launch or needs more resource to fix.

Why you are evaluating impacts how to evaluate

Feedback with the goal of improving the product. Why is it not usable?



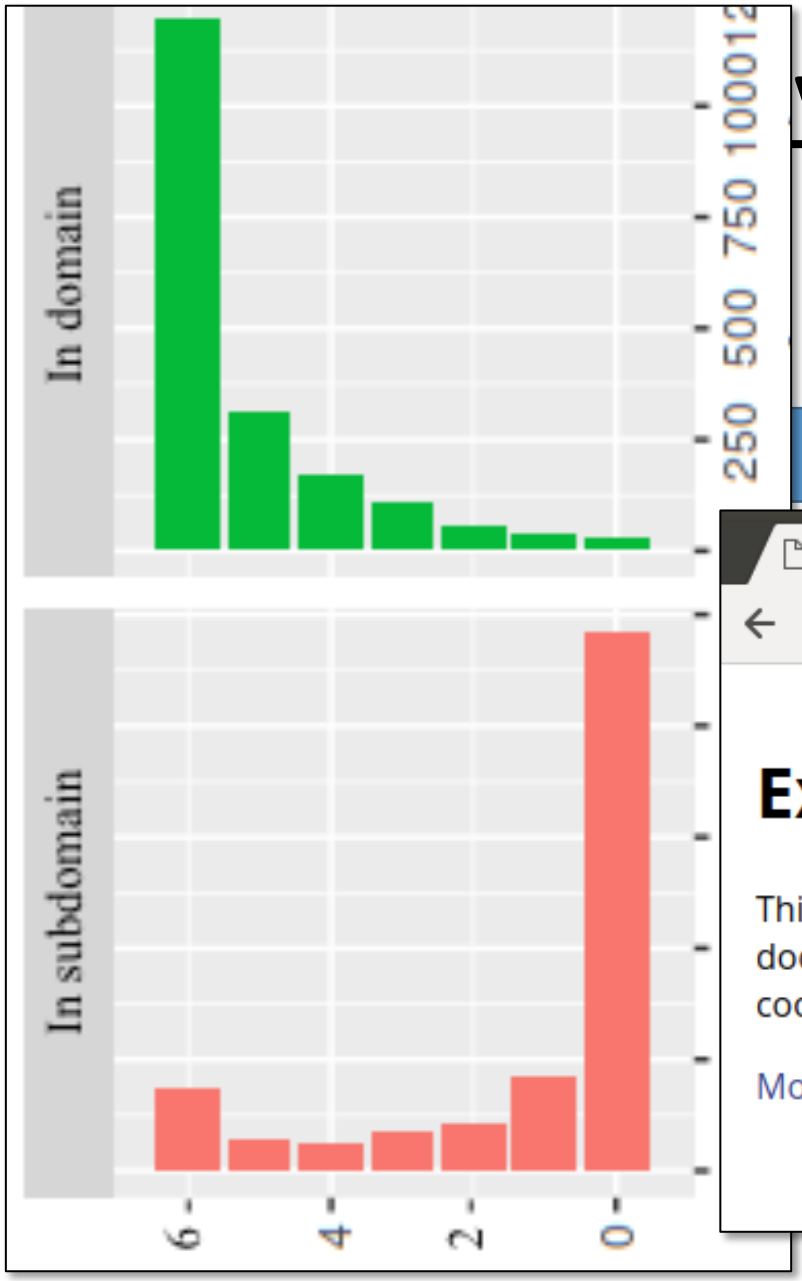
Add Existing Account - 3/5 participants had trouble locating Add Entry... control. Most of them, hovered above the control, read the tool-tip, but still thought that this was the wrong control. Grid-Box was extremely confusing to participants. All participants tried to press on Grid-Box column titles in order to add entries.

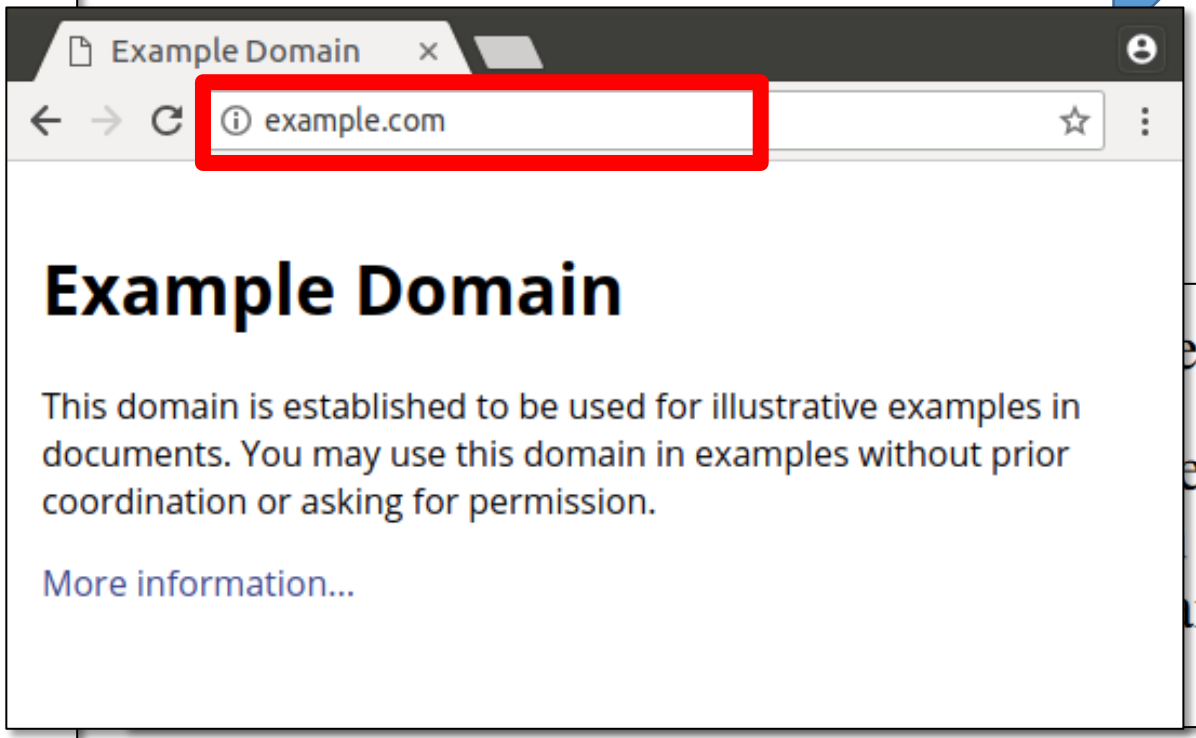
comp. comp. comp.

the Original KeePass2 version. DB = Database, MP = Master Password

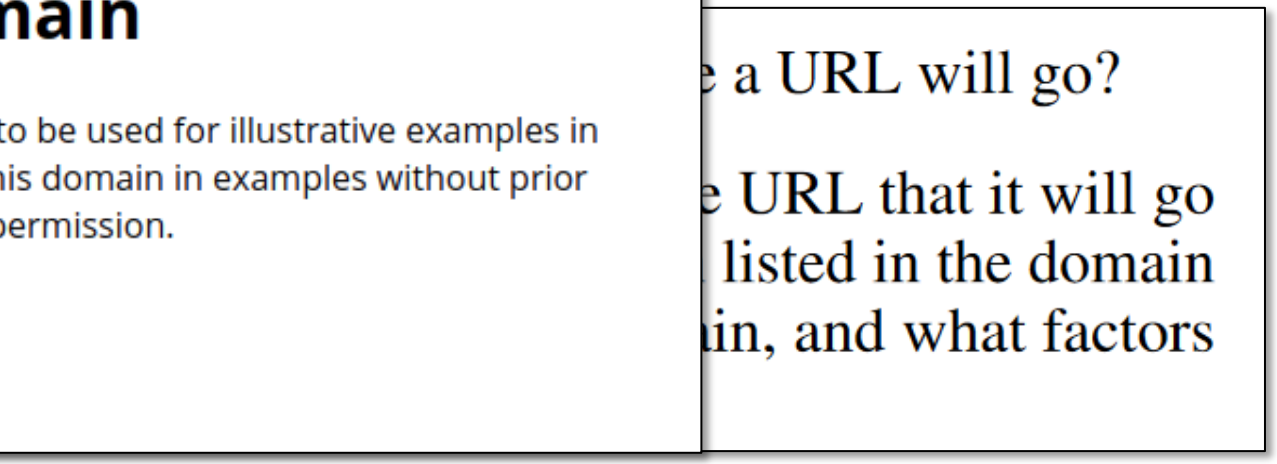
Harris Flourentzos, A Usability Evaluation and Re-design of the password manager software KeePass2, MSc Thesis University of Edinburgh, 2018

valuating impacts how to evaluate





Prove that the product is, or is not, usable.
Demonstrate that it is ready for launch or needs more resource to fix.



e a URL will go?

e URL that it will go
listed in the domain
in, and what factors

S.S. Albakry, K. Vaniea, M.K. Wolters; **What is this URL's Destination? Empirical Evaluation of Users' URL Reading,** In Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems. 2020.

Why you are evaluating impacts how to evaluate

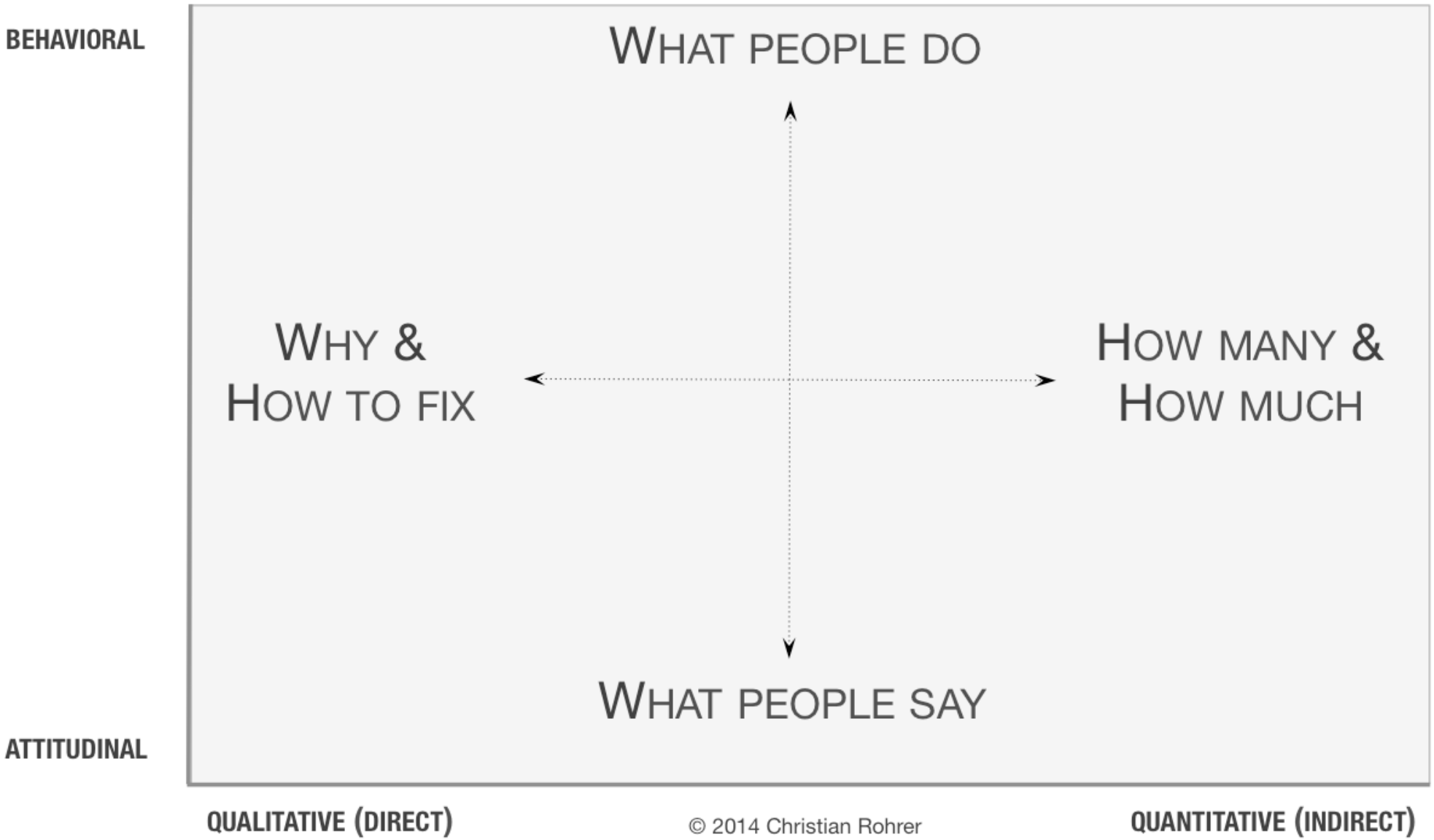
Feedback with the goal of improving the product. Why is it not usable?

Prove that the product is, or is not, usable. Demonstrate that it is ready for launch or needs more resource to fix.

Research questions or goals are a big part of evaluation.

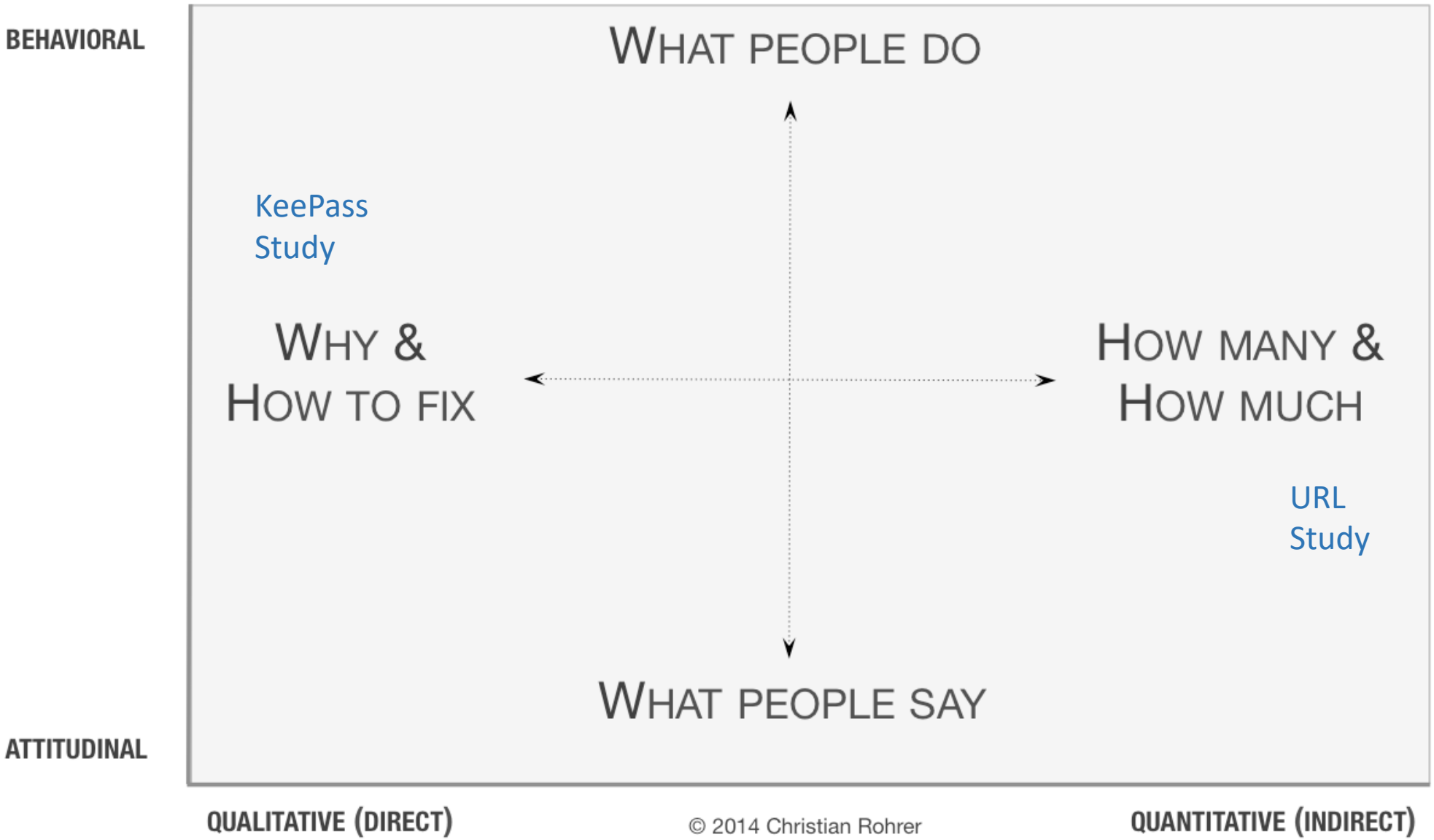
Evaluations help you answer a question, so to design a good evaluation, you need to know what your question is first.

QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE



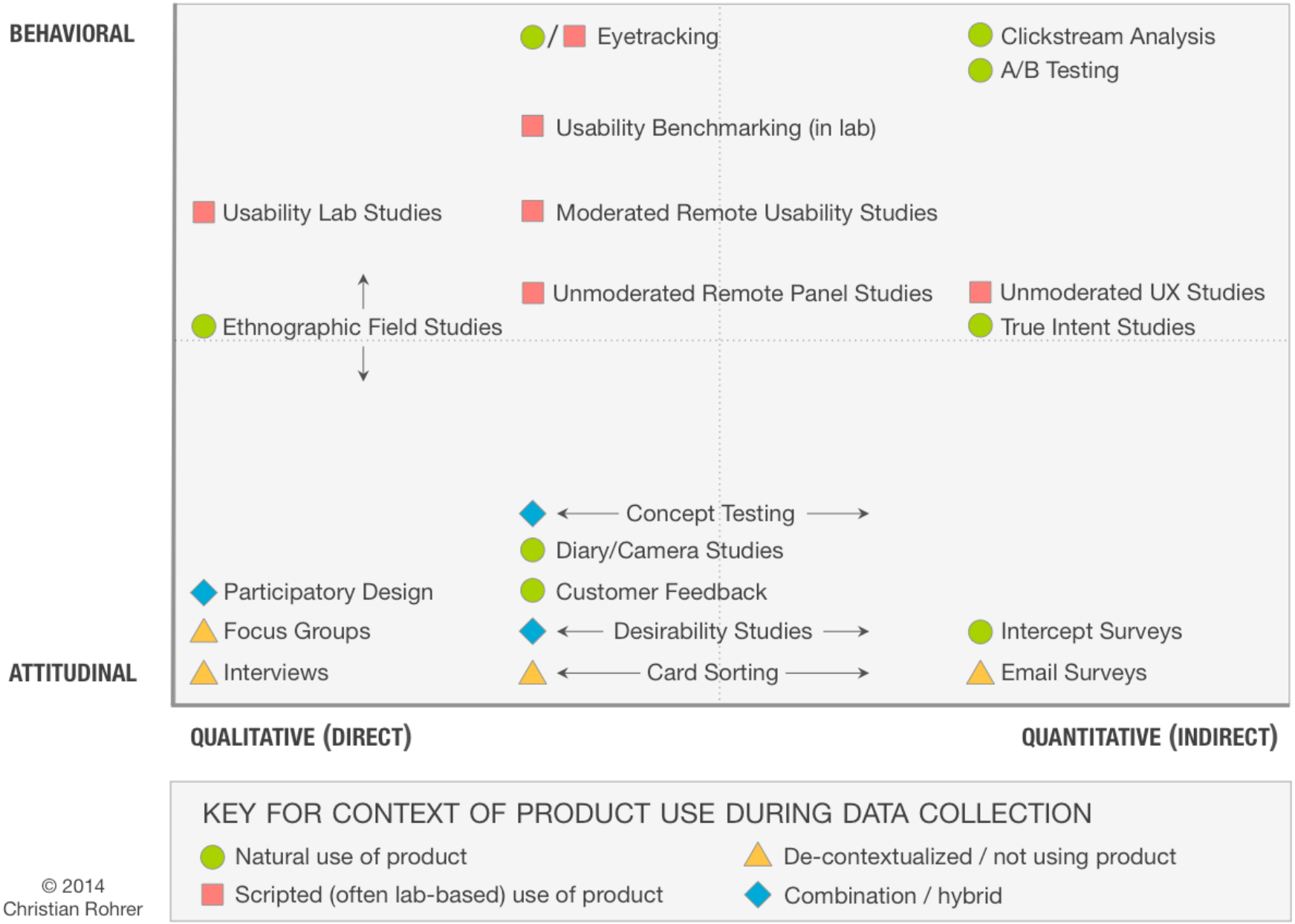
https://www.nngroup.com/articles/which-ux-research-methods/

QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE



https://www.nngroup.com/articles/which-ux-research-methods/

A Landscape of User Research Methods



© 2014
Christian Rohrer

https://www.nngroup.com/articles/which-ux-research-methods/

Evaluation

- Lets you answer a question about a tool or about people.
- First step is understanding what your question is and how you are going to use the result (feedback vs proof)
- Think about what you want to observe (behavior vs attitudes)
- Think about the type of data you want (“why” or “how much”)

HCI: Evaluation

Dr Kami Vaniea

October 2020