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?

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.
Why are you 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.

Example Domain

This domain is established to be used for illustrative examples in documents. You may use this domain in examples without prior coordination or asking for permission.

More information...

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

Behavioral

What people do

Why & How to fix

What people say

How many & How much

Attitudinal

Qualitative (direct)

Quantitative (indirect)

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A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL

- Eyetracking
- Usability Benchmarking (in lab)
- Usability Lab Studies
- Moderated Remote Usability Studies
- Ethnographic Field Studies
- Unmoderated Remote Panel Studies
- Unmoderated UX Studies
- True Intent Studies
- Clickstream Analysis
- A/B Testing

ATTITUDINAL

- Participatory Design
- Focus Groups
- Interviews
- Concept Testing
- Diary/Camera Studies
- Customer Feedback
- Desirability Studies
- Card Sorting
- Intercept Surveys
- Email Surveys

QUALITATIVE (DIRECT)

QUANTITATIVE (INDIRECT)

KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

- Natural use of product
- Scripted (often lab-based) use of product
- De-contextualized / not using product
- Combination / hybrid

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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

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October 2020