



HCI: Evaluation

Dr Kami Vaniea
October 2020



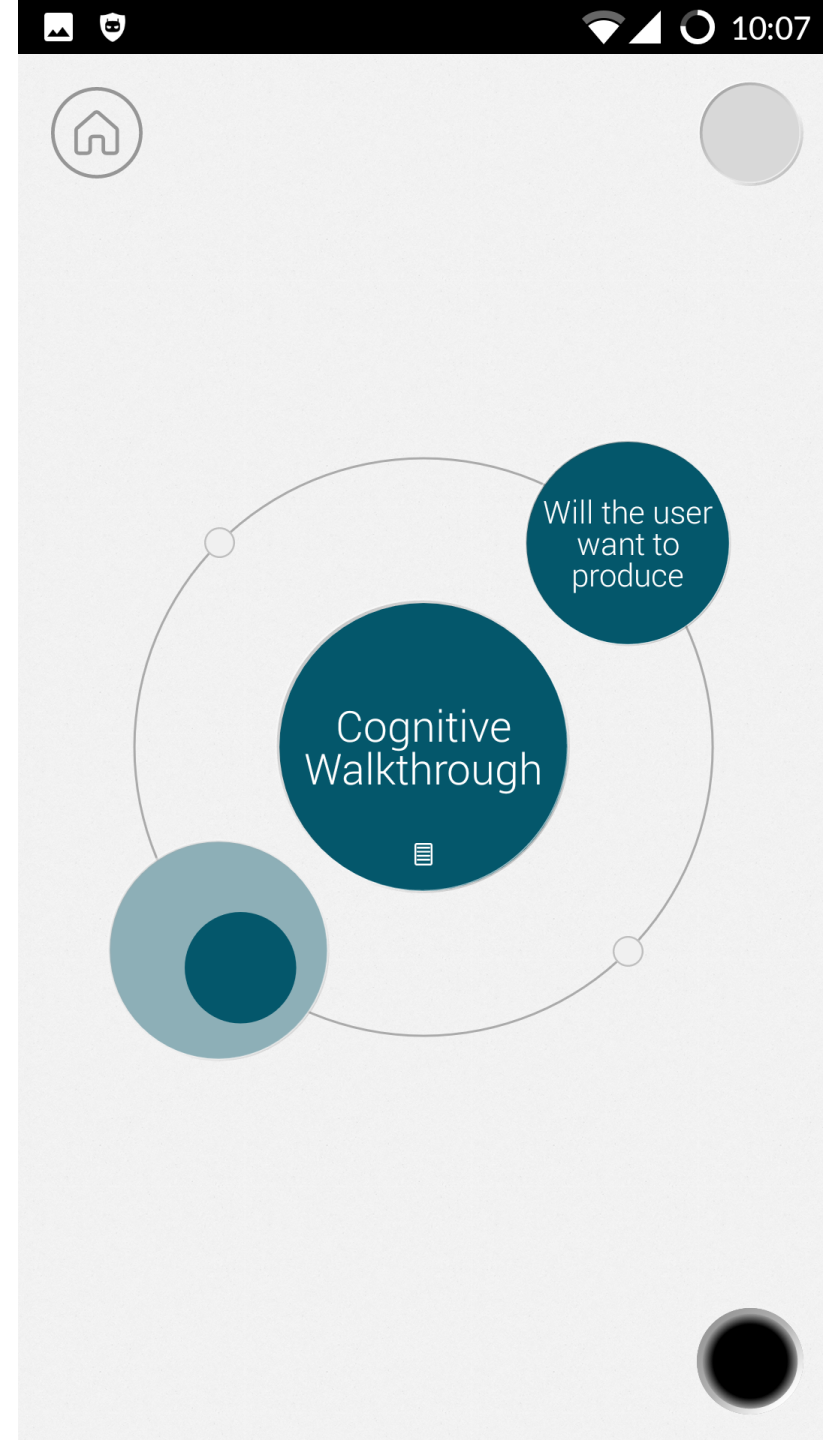
What is
evaluation and
why do we do
it?



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

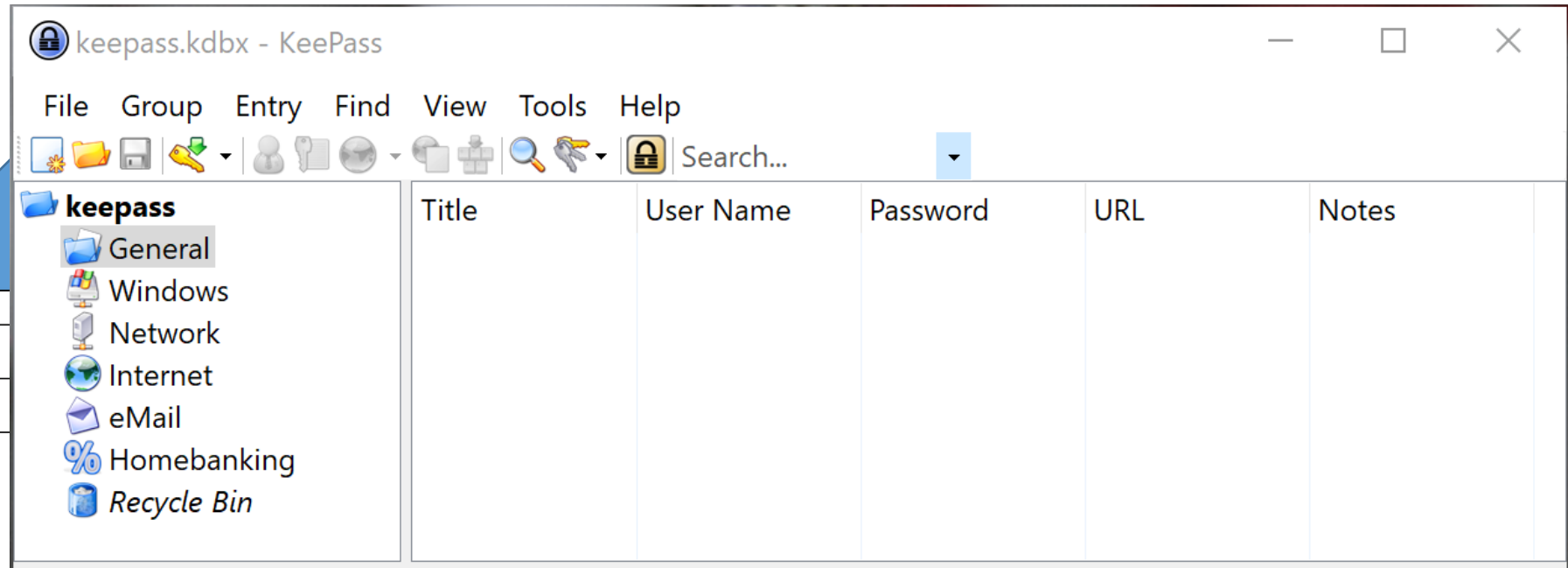
Feedback with the goal of improving the product. Why is it not usable?



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

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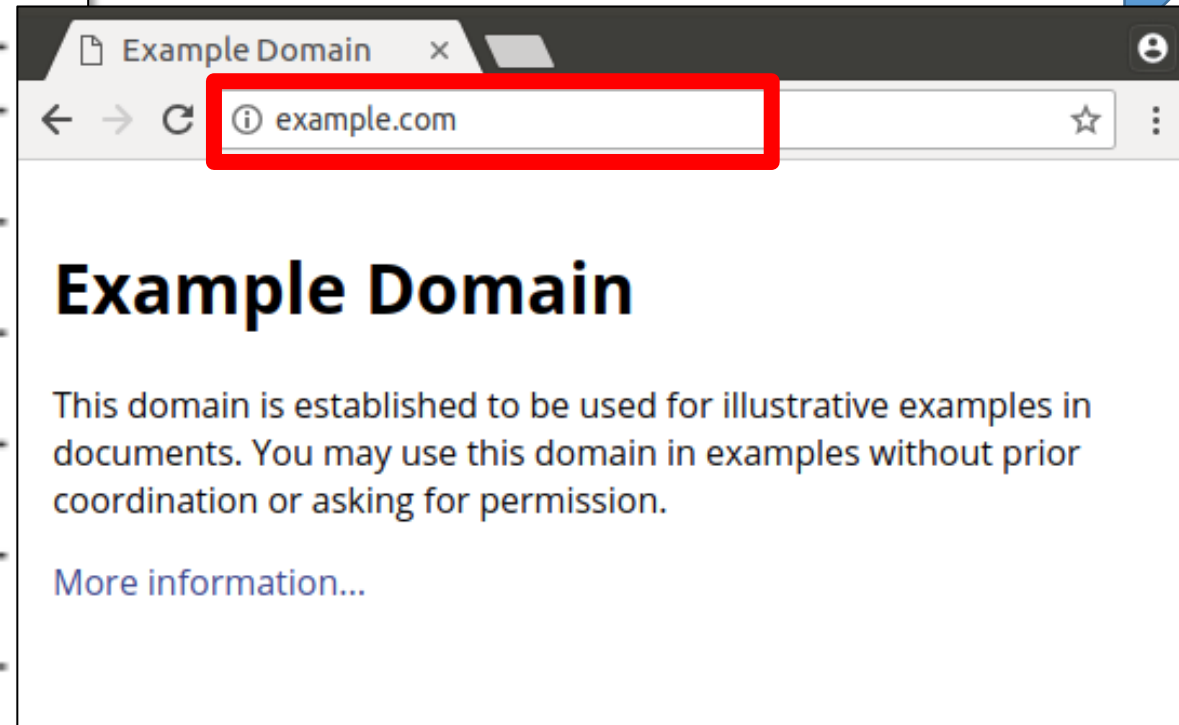
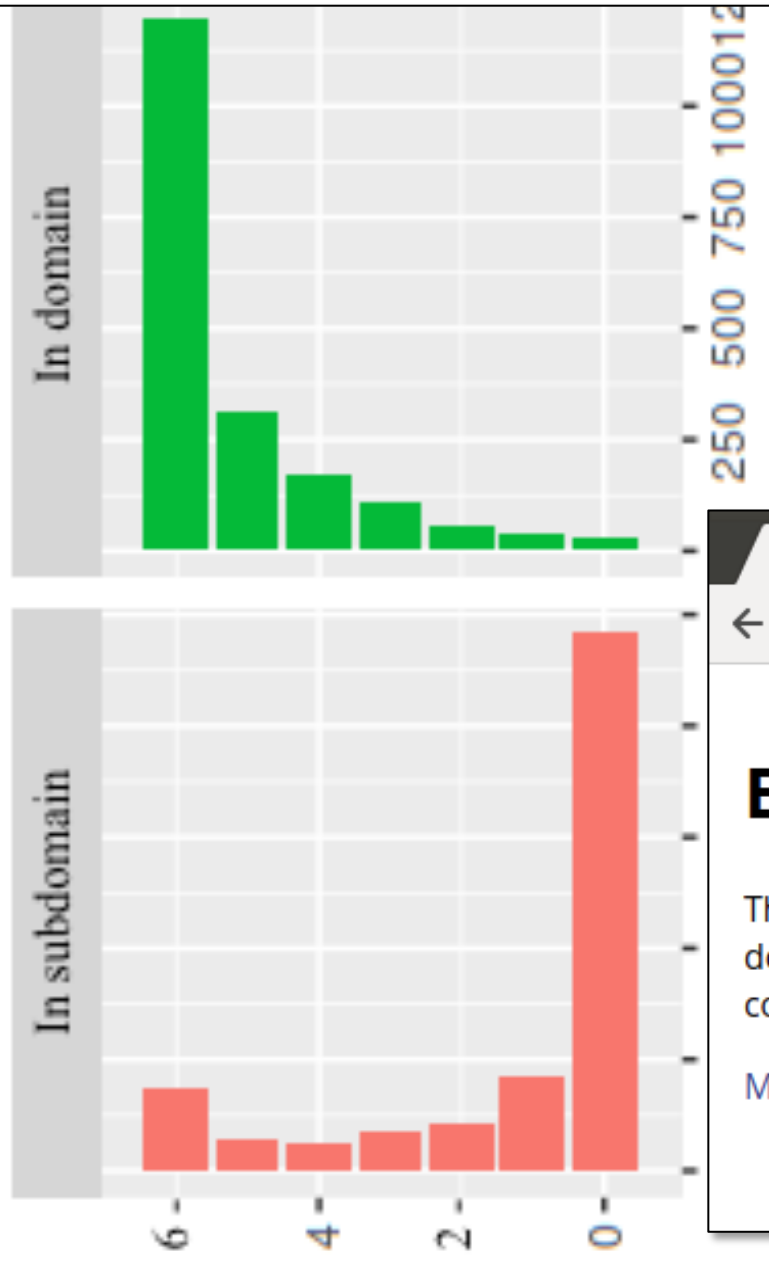


Add Existing Account - 3/5 participants had trouble locating Add Entry... control. Most of them, hovered above the control, read the tool-tip, but still thought that this was the wrong control. Grid-Box was extremely confusing to participants. All participants tried to press on Grid-Box column titles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

comp.	comp.	comp.

tion. DB = Database, MP = Master Password

evaluating impacts how to evaluate



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

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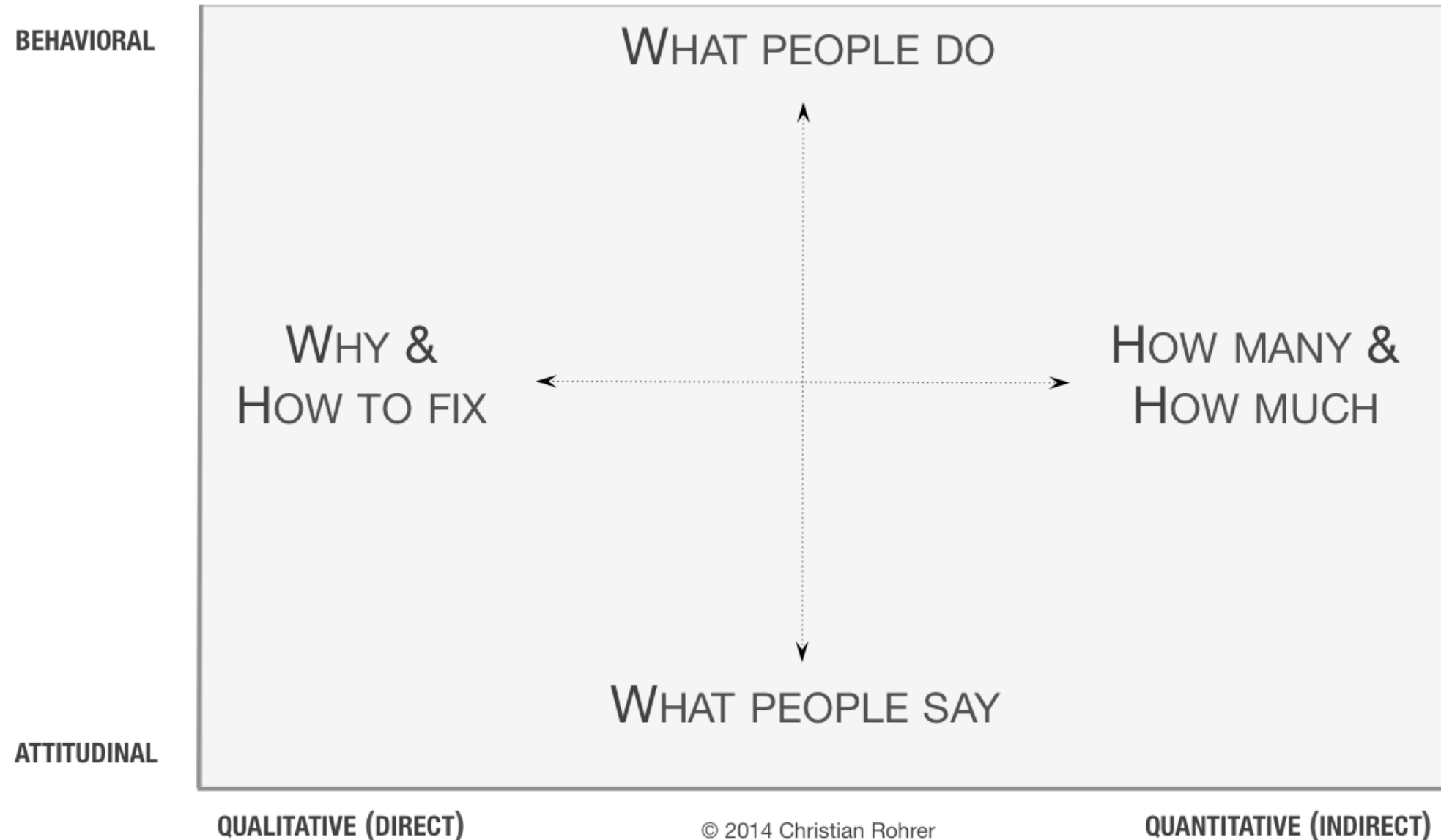


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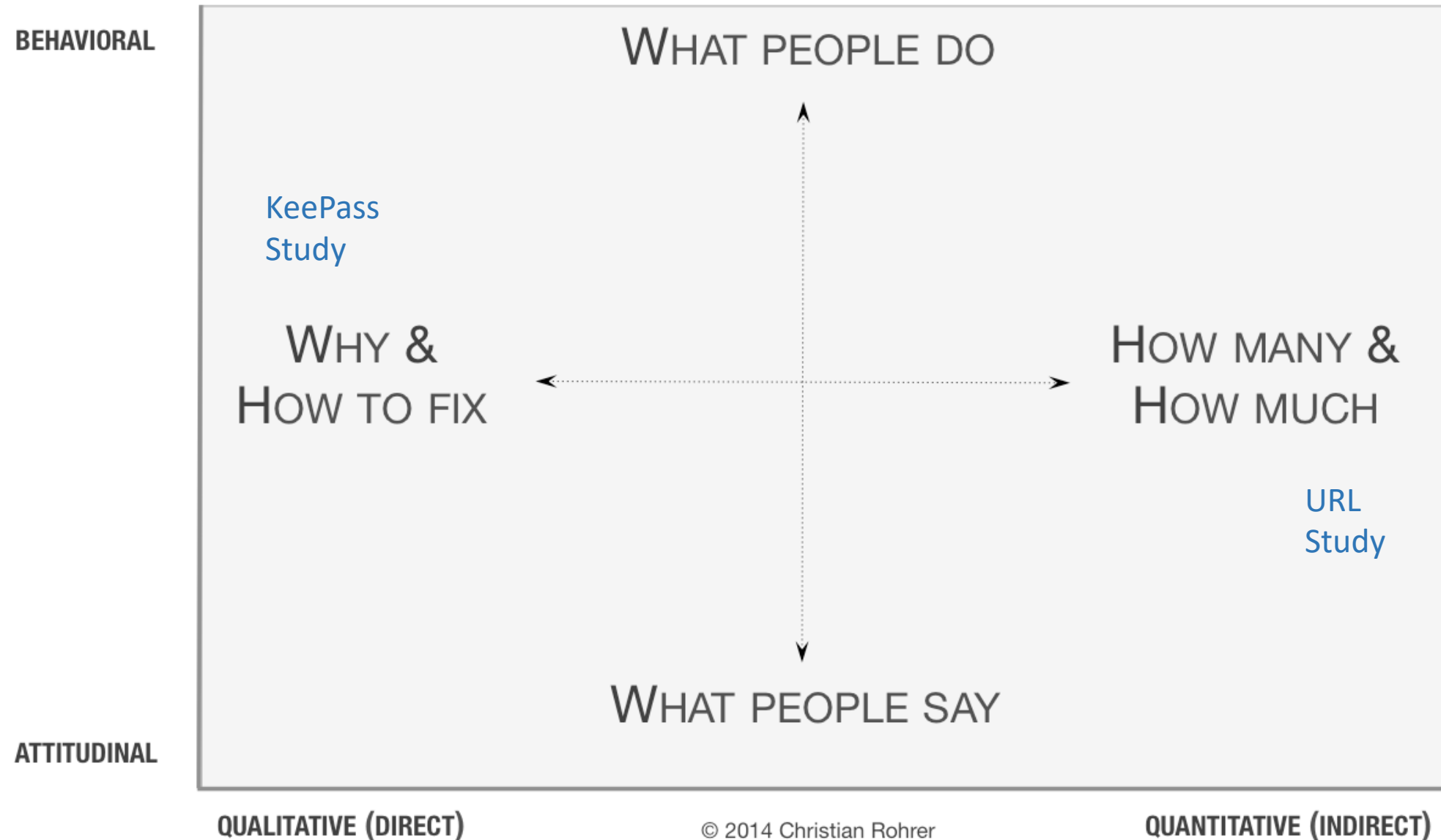
Research questions or goals are a big part of evaluation.

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



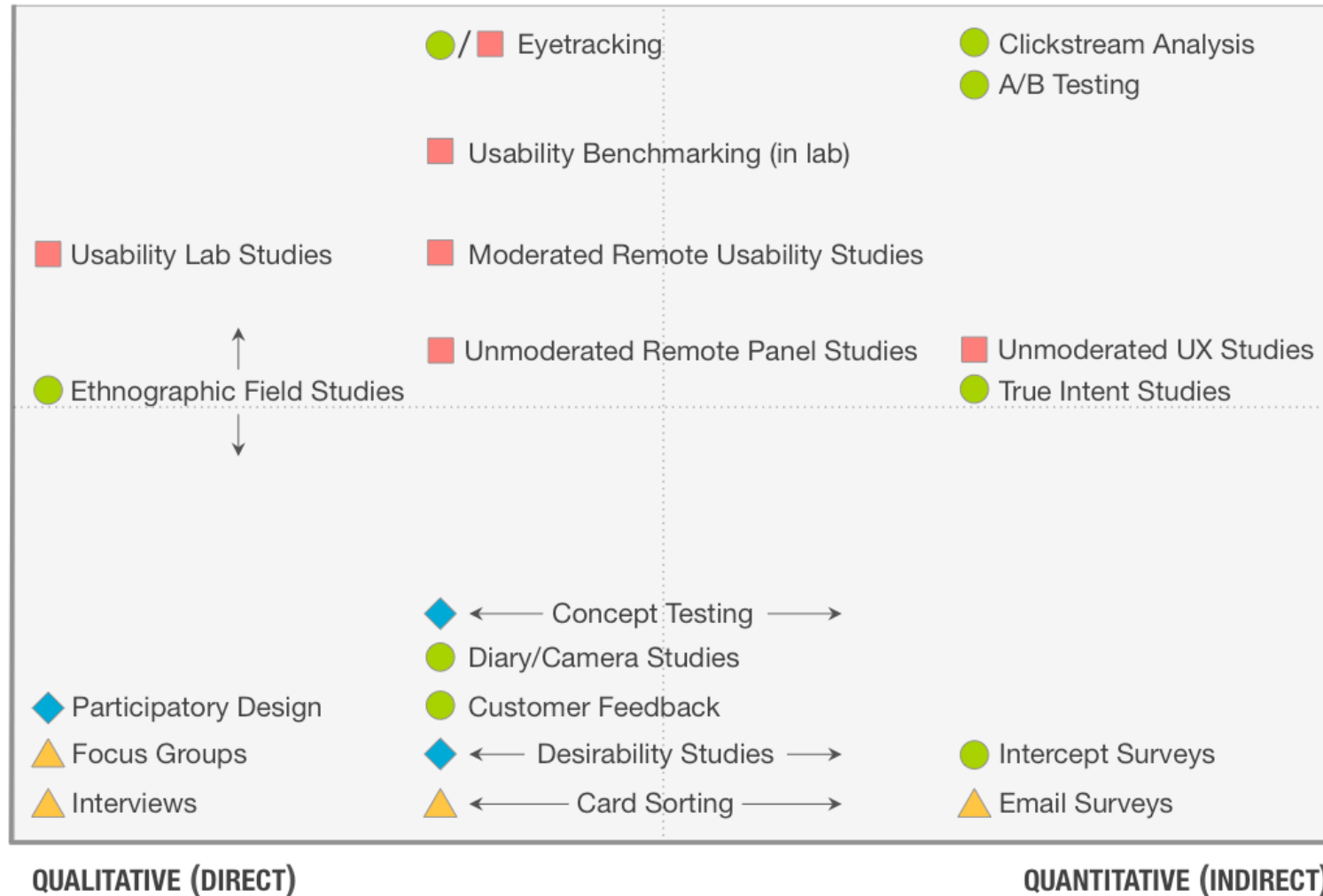
QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE



A LANDSCAPE OF USER RESEARCH METHODS

BEHAVIORAL

ATTITUDINAL



KEY FOR CONTEXT OF PRODUCT USE DURING DATA COLLECTION

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

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”)





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