INF03 Expérience Utilisateur

6. Evaluation 1

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Rappel

Introduction / History

User research – Interviews

User research – Alternative methods

User research – Qualitative analysis methods Fichier

Approaches to UX

Sketching and prototyping UX

Video prototyping

Evaluation lectures

Today:

- Introduction
- Application: design walkthrough

Next week:

- Analytical methods, i.e., expert methods
- Empirical methods, quantitative methods
- Application: Usability evaluation

Week after

- Controlled experiments
- Application: Keyboard efficiency comparison

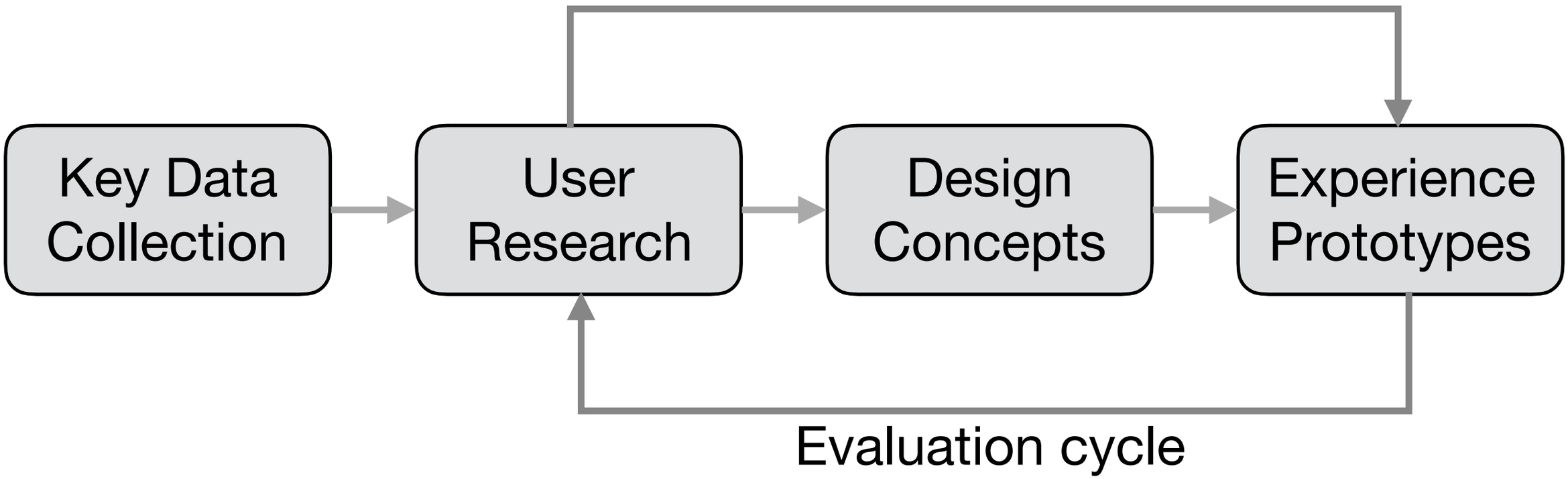
Evaluation

- **Introduction**
- Approaches to evaluation
- Application: design walkthrough

The role of evaluation in the UX process

- Part of the iterative cycle: *design-build-evaluate*
- A comparison between what is built and what was planned
- An opportunity to reflect on the difference for the next iteration

When to evaluate ?



Being agile

Fail early, fail often :

- Iterations based on low-fidelity prototypes
- Parallel design: build and teste various options
- Explore alternatives

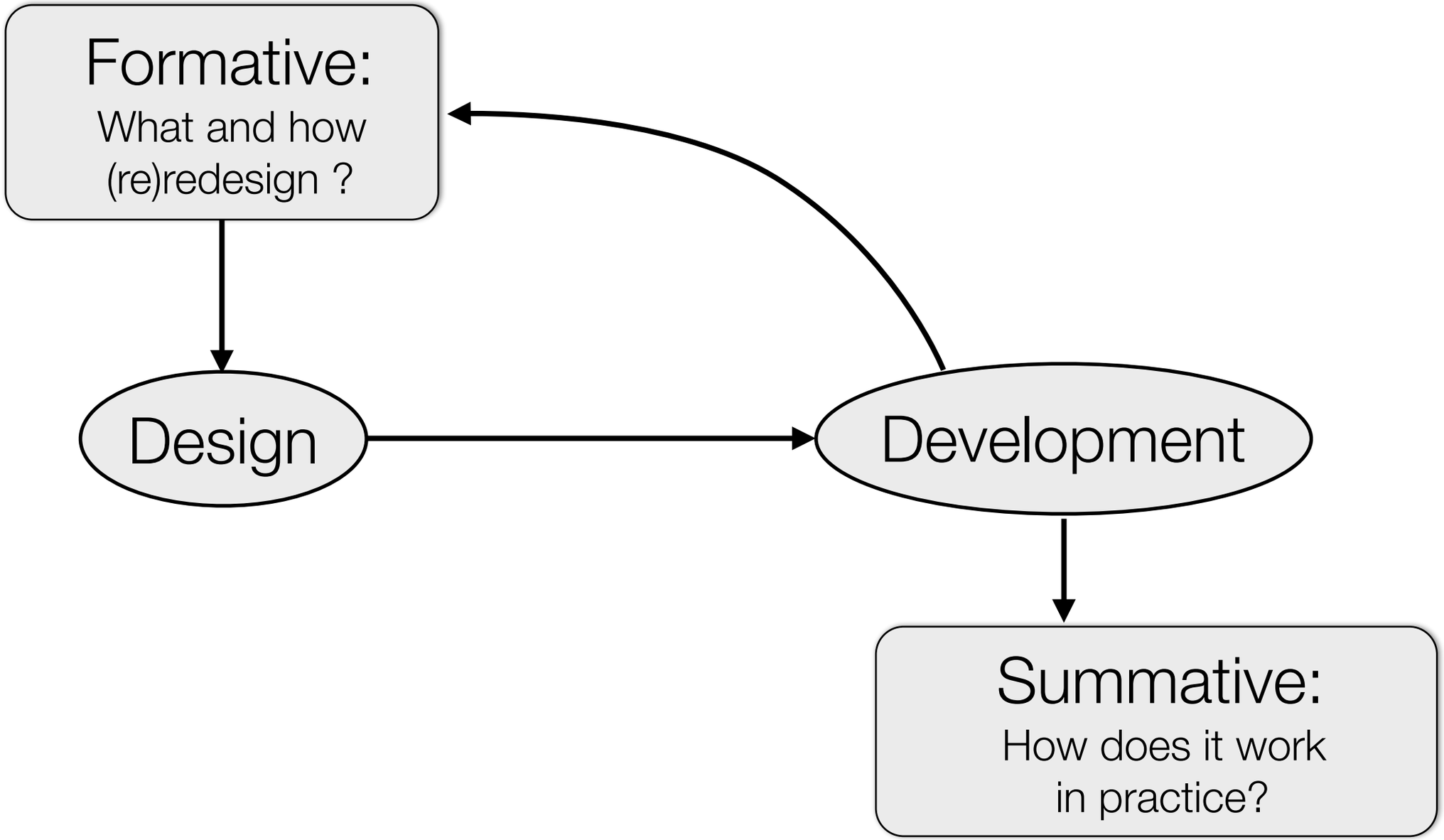
Progressively increase fidelity

Reality checks, design for use cases rather than specs.

Evaluation

- Introduction
- **Approaches to evaluation**
- Application: design walkthrough

Formative or Summative Evaluation ?



M. Scriven: The methodology of evaluation, 1967

Analytical vs. Empirical Evaluation

"If you want to evaluate a tool, say an axe, you might study the design of the bit, the weight distribution, the steel alloy used, the grade of hickory in the handle, etc., or you may just study the kind and speed of the cuts it makes in the hands of a good axeman."

[Scriven, 1967]

Complementary methods

Empirical evaluation enables to understand the implications of the object properties

- Will the axe cut this log ?

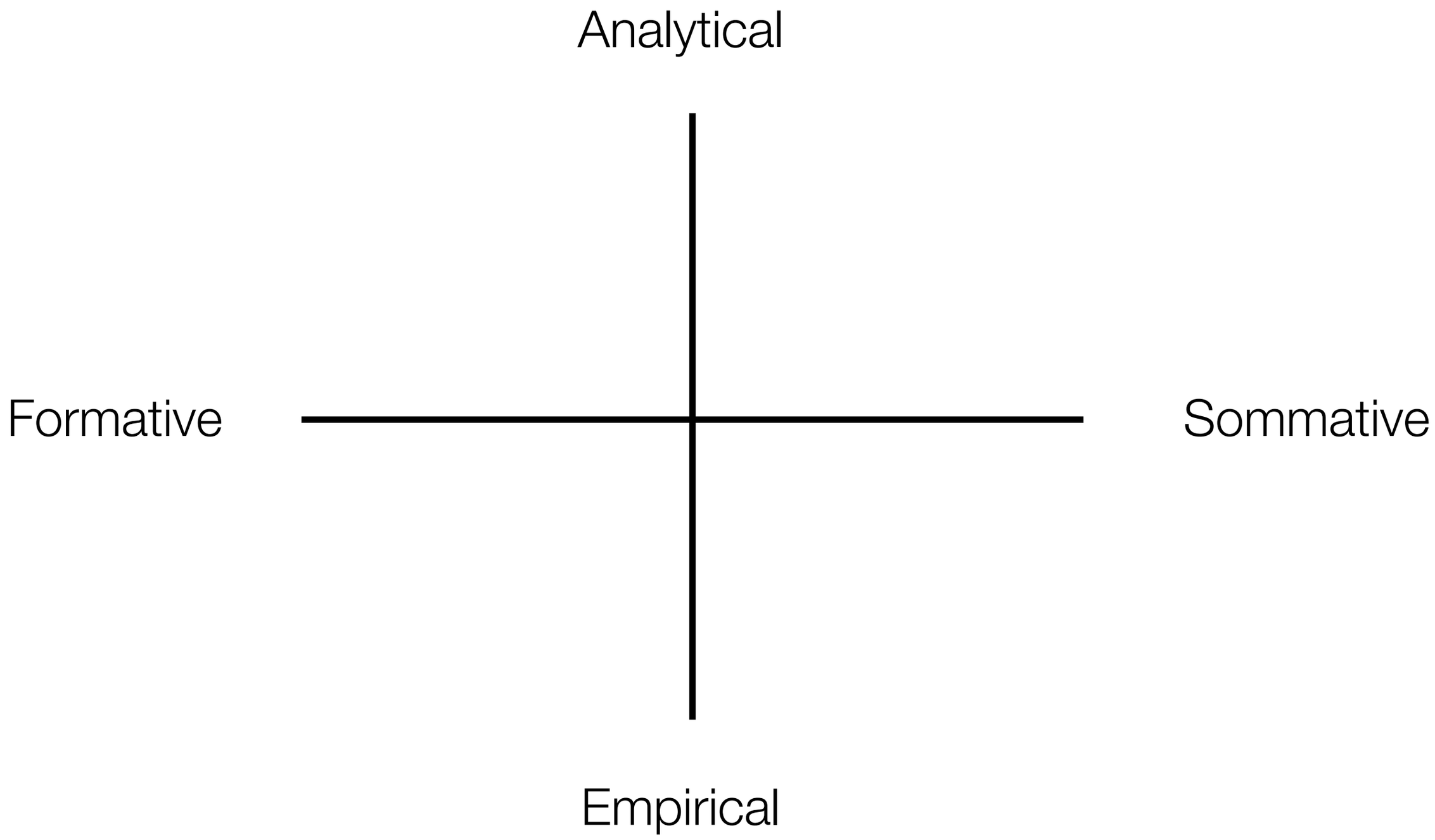
Analytical evaluation offers a critical grid on important properties

- Is the axe handle compatible with left-handed people ?

In both cases :

- Production of facts that must be interpreted

Orthogonal approaches

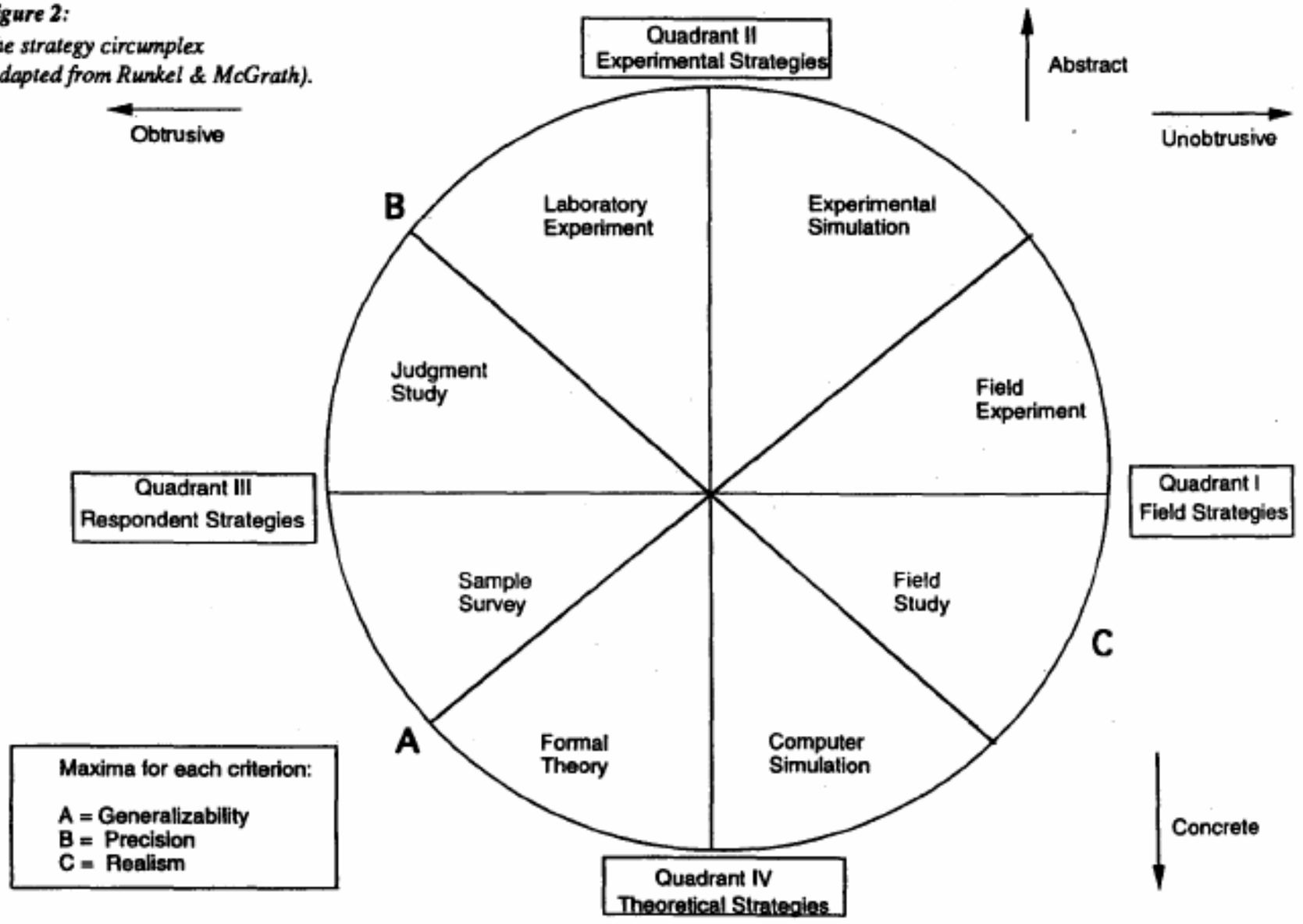


Evaluation without criteria is useless!

Always define what you want to learn before evaluating!

Taxonomy of Methods [McGrath et al. 1994]

Figure 2:
The strategy circumplex (adapted from Runkel & McGrath).



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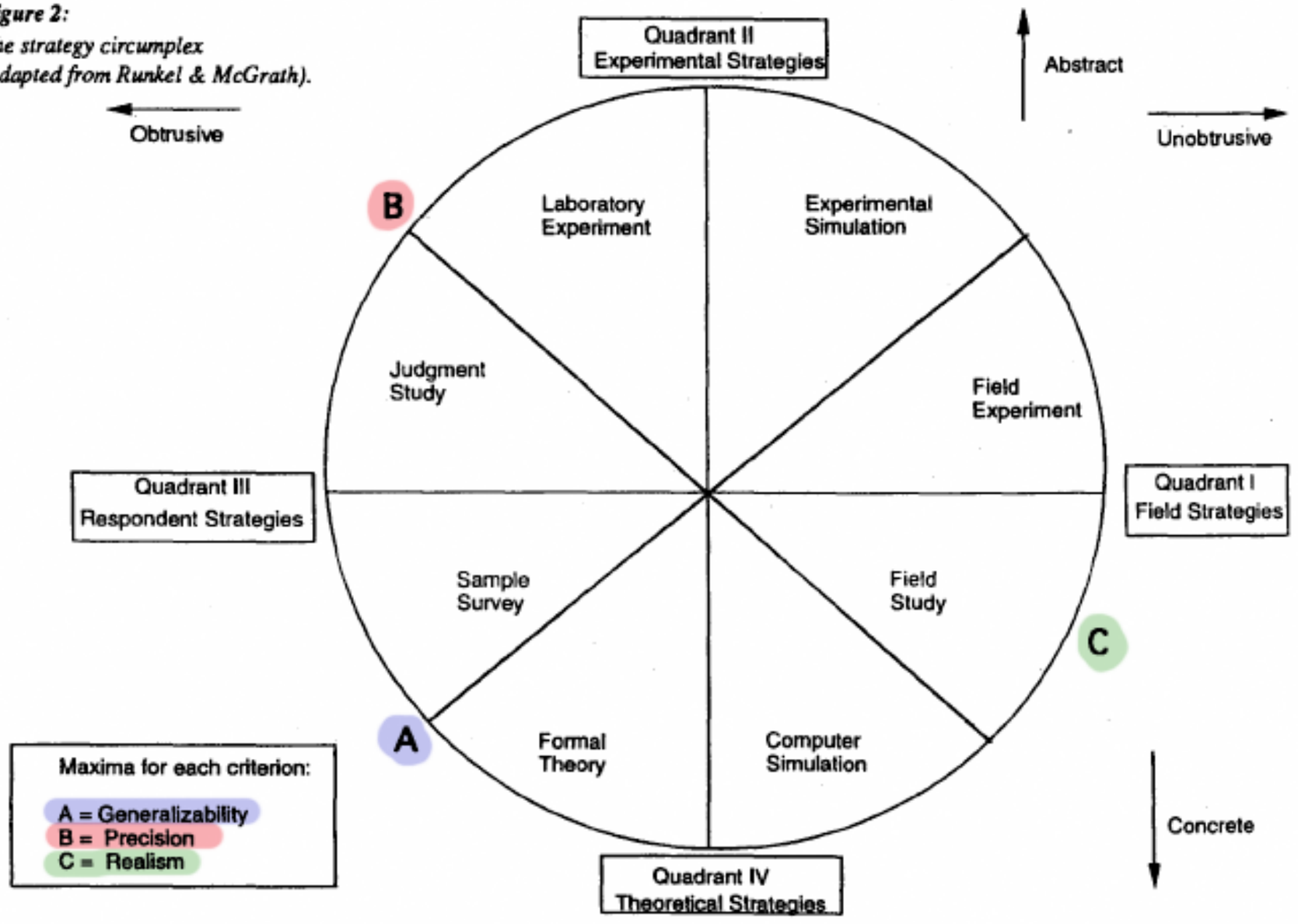

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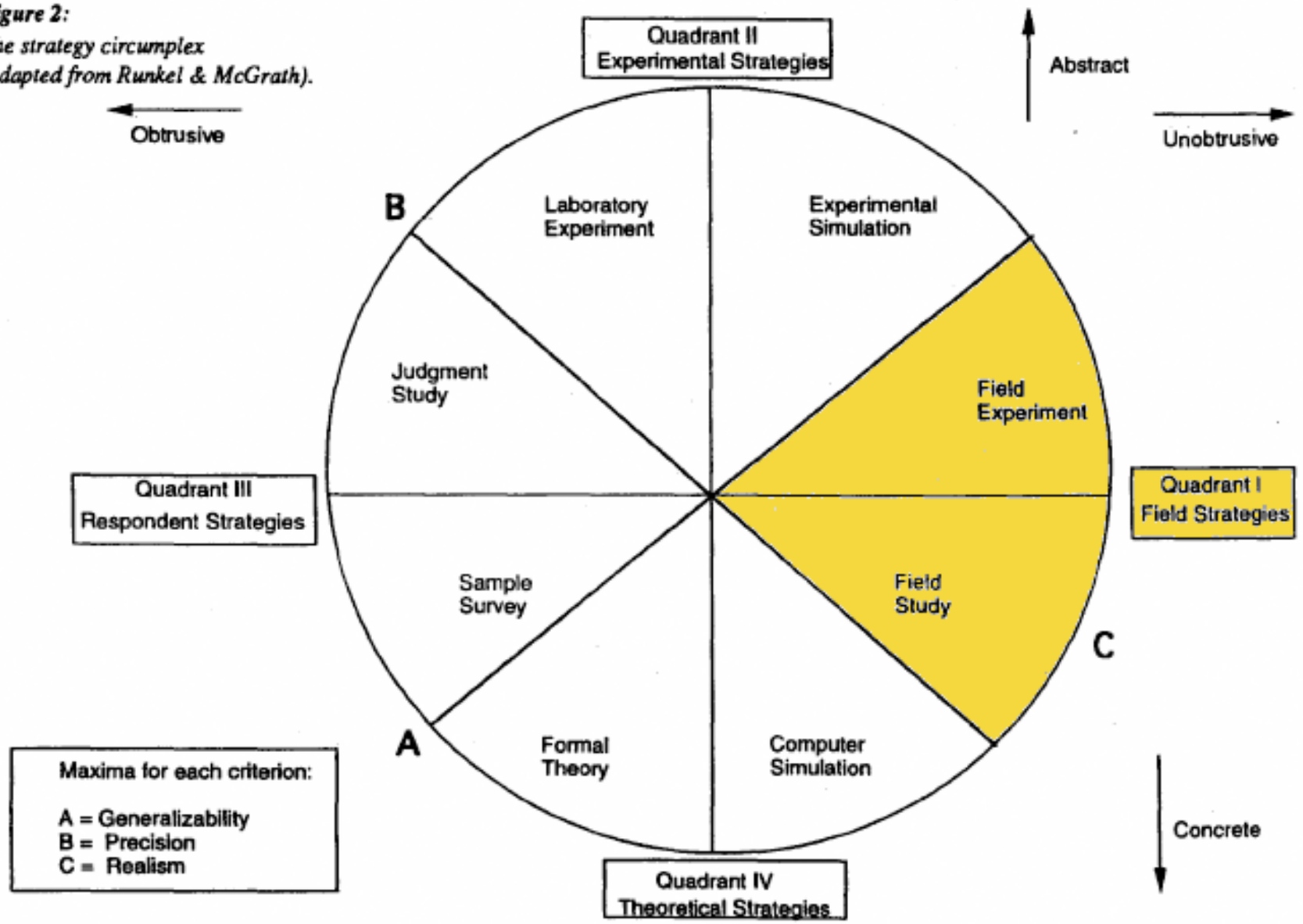

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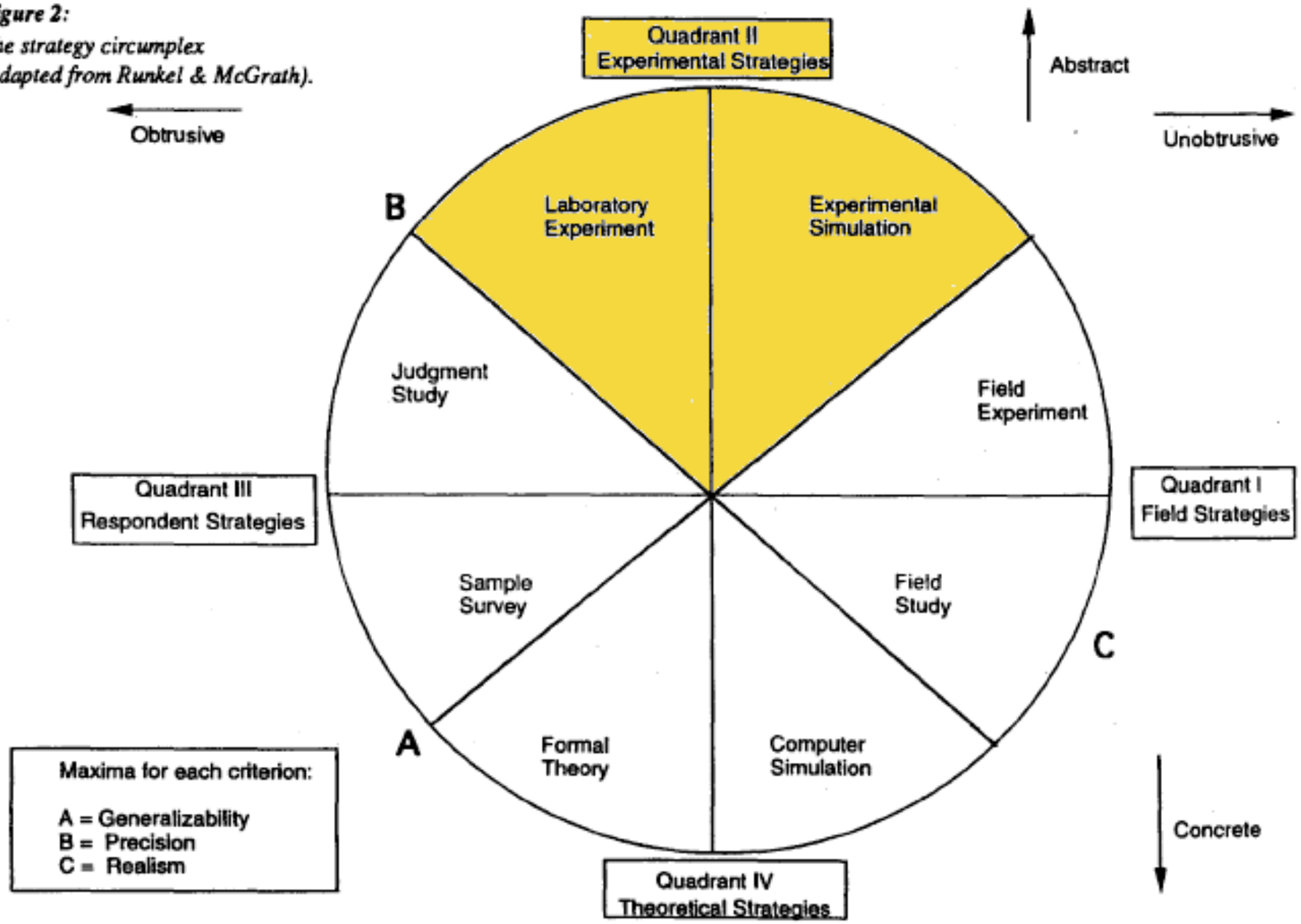

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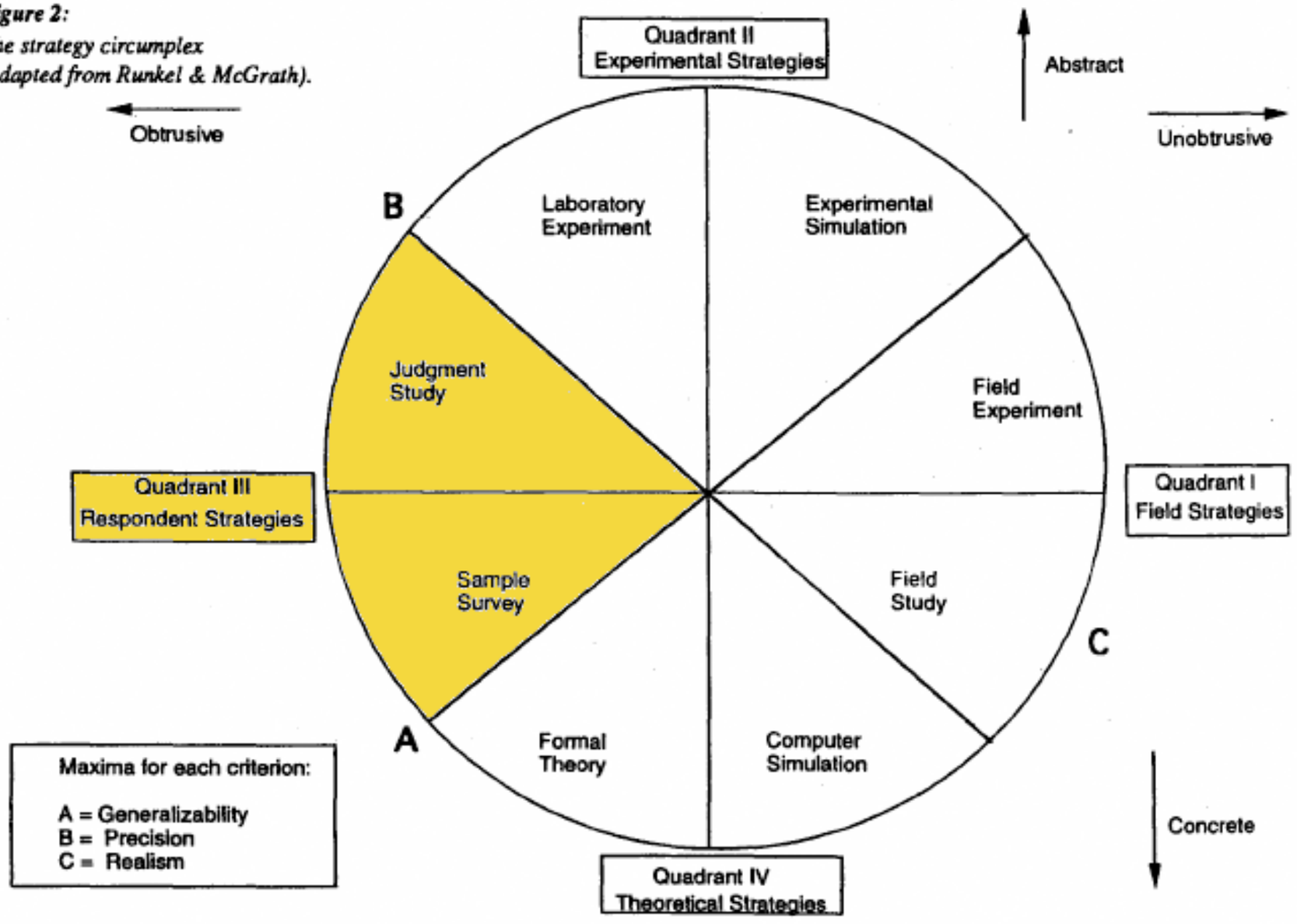

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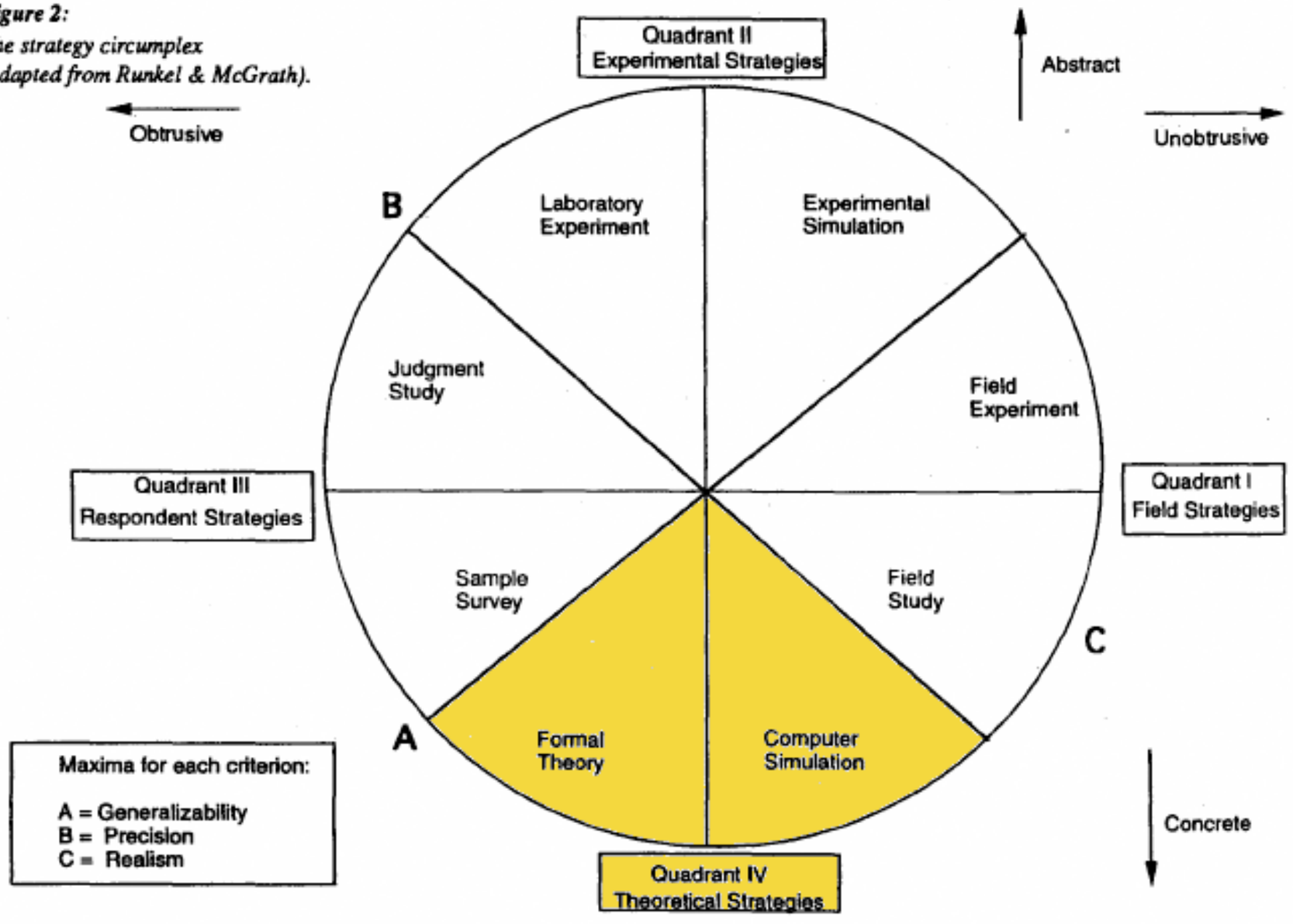

Evaluation

- Introduction
- Approaches to evaluation
- **Application: Design Walkthrough**

Design Walkthrough

Analytical and formative evaluation (and informal)

Evaluate an aspect in a step by step process:

- UI
- a scenario
- the prototype
- ...

Like for a brainstorming:

- involve various participants (designers, developers, marketing...)
- limited time
- gather as much comments as possible
- criticism comes with suggestions (= be helpful)