Today's Agenda

- Group work
  - Evaluation plan
  - Prototyping

Reminders

Individual Assignment

- Written critiques
- Due 11:59 pm EST, Sunday, Nov. 12th
- Submit via Blackboard

Individual Assignment-Case Study (Graduate Only)

- A case study of evaluation

- Due 11:59 pm EST, Tuesday, Nov. 14, in Blackboard

Group Assignment: Evaluation Plan

Each group needs to submit a list of evaluation methods you plan to use

Title: "CSCE 572 Group X Evaluation Methods"

- \>= 3 different evaluation methods
- Rationale of using the methods
- Provide some detail on how you plan to implement them, e.g., a protocol
- ~ one page
- Due at 11:59pm, Nov. 14 in Blackboard

What I Expect from You

Nov. 9 – Nov. 14

- Work on prototyping

- Work on the usability test plan

- If you choose a survey, please work on your survey form and send me the form for review.

What I Expect from You

Nov. 16 - Dec. 7

- Perform usability test using the evaluation methods you proposed
- Collect usability testing data
- Analyze usability testing data
- Refine and improve your prototype

Done by Dec. 5

About Evaluation

- Instead of running evaluations by your own team, your classmates would be happy to help in evaluations to earn extra credits.

- Please DO NOT invite anyone outside the class for evaluation due to IRB.

- Please DO NOT make recordings during the evaluation due to IRB.

About Questionnaire

- Please DO NOT send the survey to anyone outside the class due to IRB.
- In the survey, please DO NOT ask the name of the respondent and DO NOT ask confidential information.
- Please send me the link to your survey. I will give you feedback on your survey before distributing it to class.

Qualities of a "**Good**" questionnaire

1. The responses to the questionnaire help meet the objectives of the research
2. It has high reliability & validity
3. It is easy for the users to take
   - Easy to understand
   - Maintains the users' interest throughout the questionnaire
4. It is easy to administer
5. It is easy to analyze

Steps in developing a questionnaire, interview, or focus group

5. Develop the question wording.

- Question considerations
  - Can the user answer the question?
  - Are there external events that bias the answers?
  - Is there ambiguity in the question?
  - Are the questions leading/loaded?
  - Are there implied alternatives in the question?
  - Are there 2 questions in the question?
  - Have you asked everything?

Team Project

Objective: Design an alternative interface for a computer-based application, e.g., an app or a website

Deliverables:

✓ A written report of topic definition & understanding problem

✓ Design alternatives presentation

- Interim reports
  - Evaluation plan
  - User testing result report
- System prototype
- Final group presentation
- Final written report