Today’s Agenda

- Issues in Exam 2
- Group work
  - Evaluation plan
  - Prototyping
Exam 2

• For incorrect answers, you should be able to see the correct answer unless it is a true/false question

• For all short answer questions, you should be able to see the specific comments
## Pros & Cons of Evaluation Methods

<table>
<thead>
<tr>
<th>Evaluation Methods</th>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey and questionnaire</td>
<td>Large amounts of rich data, low cost, and can be used in combination with other evaluation methods</td>
<td>Careful question design, subjective, user reluctance to admit undesirable things, low return rate</td>
</tr>
<tr>
<td>Card sorting</td>
<td>Fast, cost effective, providing structure for information</td>
<td>Deceptively simple, only suggestions, sometimes data conflicting</td>
</tr>
<tr>
<td>Cognitive walkthrough</td>
<td>No need for untrained users, fast results, cost effective</td>
<td>Need a group of experts, need to make assumptions about what user will do</td>
</tr>
<tr>
<td>Heuristic evaluation</td>
<td>Cost effective, fast, easy to learn and use</td>
<td>Need to employ more than one expert evaluator (3-5)</td>
</tr>
<tr>
<td>Experiment</td>
<td>Allow the researchers to test specific hypotheses, controlled, help to establish causality</td>
<td>Can be expensive and hard to control confounds</td>
</tr>
</tbody>
</table>
Reminders
Individual Assignment

- Written critiques
- Due 11:59 pm EST, Monday, Nov. 8th
- Submit via Blackboard
Individual Assignment-Case Study (Graduate Only)

- A case study of evaluation
- Due 11:59 pm EST, Wednesday, Nov. 10, 2021 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. 10 in Blackboard
What I Expect from You

Nov. 8 – Nov. 10

• 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. 15 - Nov. 29

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

Done by Nov. 22
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
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