

Kursusgang 14

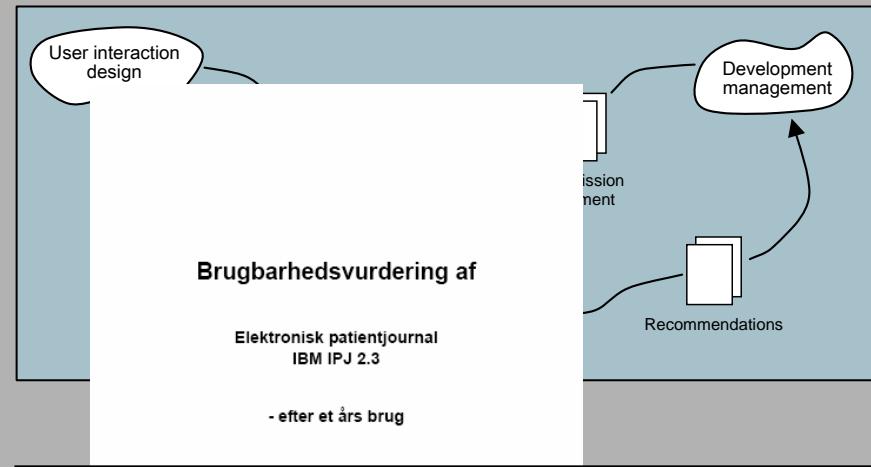
Tidsforbrug til en usability-evaluering

Oversigt:

- Sidste kursusgang
- Opgaver
- Aktiviteter
- Erfaringer med tidsforbrug
- Instant Data Analysis

Sidste kursusgang

- Feedback
 - Sammenhæng med udviklingsprocessen
 - Typiske former for feedback
- Are Usability Reports Any Good?
 - Forskningsartikel
- Alternativer til rapporten
 - Andre former for feedback
 - Forslag til redesign
- Øvelse:
Identifikation af usability-problemer



- Udvalgte dele (fokuseret rapport) f.eks. De 10 vigtigste problemer
- Multimedie-præsentationer af problemer
- Workshops med evaluatorer og designere
- Observation af en eller flere tests Udvikler som logger
- Forslag til redesign

Opgaver

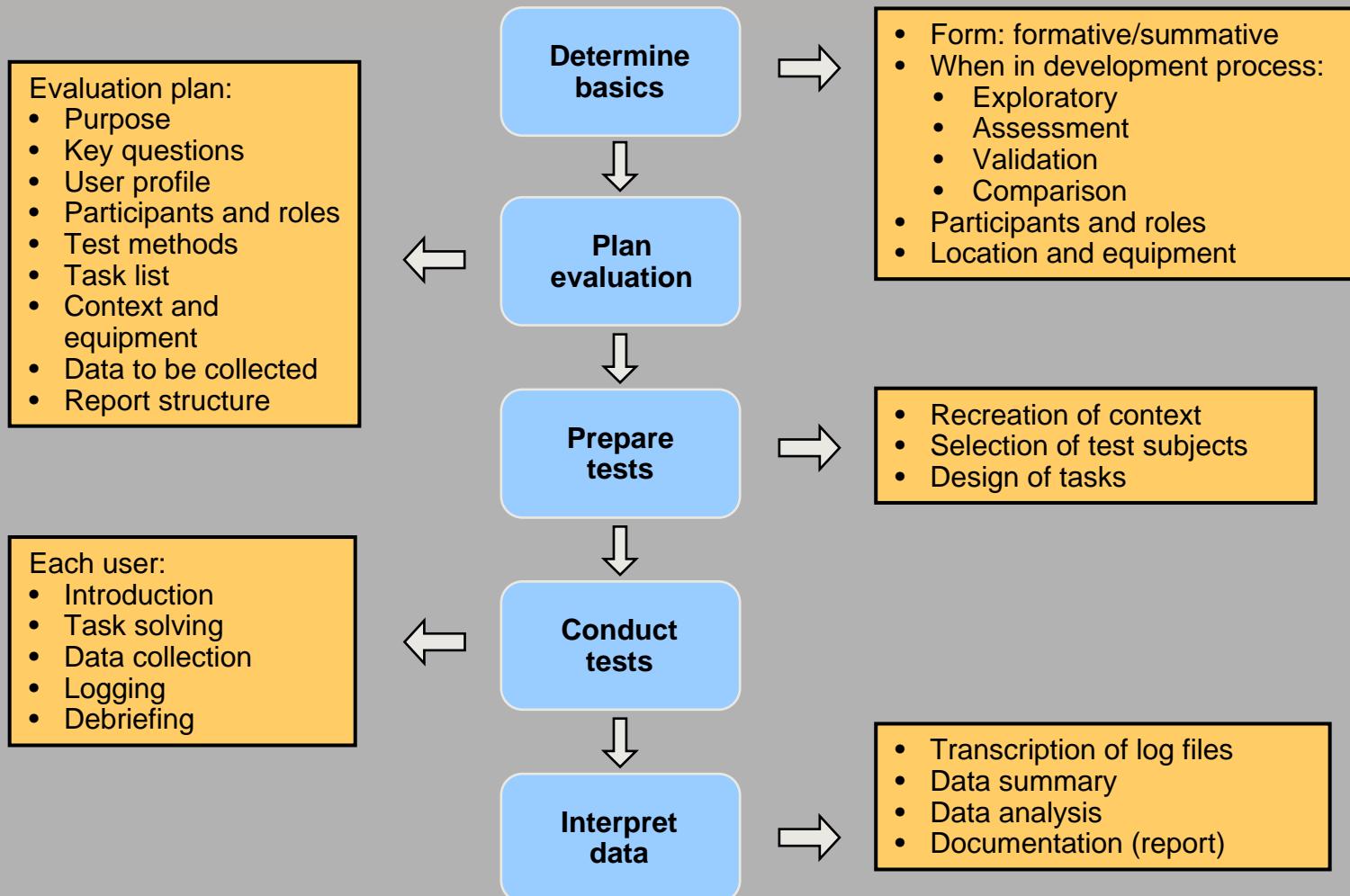
1. Gør evalueringsplanen for usability-evalueringen af jeres system færdig. Planen skal dække punkterne på slide 11.13.
2. Definer alle interaktions elementer i jeres brugergrænseflade. Resultatet af dette fastholdes i præsentationsmodellen (se slides 5.5 og 5.7-5.10).

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Oversigt:

- Aktiviteter
 - Aktiviteter i usability-evalueringen
- Erfaringer med tidsforbrug
- Instant Data Analysis

Usability-evaluering: Aktiviteter



Kursusgang 14

Oversigt:

- Aktiviteter
- Erfaringer med tidsforbrug
 - CUE-2
 - Vores eksperimenter
- Instant Data Analysis

Erfaringer med tidsforbrug

- Rolf Molich: eksperimenter med usability-evalueringer
- Systematisk opsamling af data
- Tilgængelige for alle:
 - <http://www.dialogdesign.dk/cue.html>

The screenshot shows a Mozilla Firefox browser window with the title bar "DialogDesign - Comparative Usability Evaluation - CUE - Mozilla Firefox". The address bar shows the URL "http://www.dialogdesign.dk/cue.html#cue6". The main content area displays the "Comparative Usability Evaluation - CUE" page. The page features a logo of a red computer monitor with the text "Til forside". A sidebar on the left contains links such as "Indhold", "For beslutningstagere", "Brugervenlighed", "Gode råd og gyldne regler", "Hvis du vil vide mere...", "Rapporter fra DialogDesign", "Aktuelt", "Produkter og kurser", "Om DialogDesign", "In English", "E-Commerce Usability", "International Usability Testing", "Usability Test Coaching", "Seminars", "Usability Research", "Usability Test Reports", "CUE (ComparativeEvaluation)", "CHI 2001 Documentation", "CHI 2002 Documentation", "CHI 2003 Documentation", "About DialogDesign", and "Contact Information". The main text area discusses the CUE studies, mentioning CUE-1 through CUE-6, and provides links to various reports and documentation. At the bottom, there is a section about CUE-6 and a note about download instructions.

Comparative Usability Evaluation - CUE

CUE stands for Comparative Usability Evaluation.

DialogDesign conceived and managed the CUE-1, CUE-2, CUE-3, CUE-4, CUE-5 and CUE-6 studies. In each CUE-study a considerable number of professional usability teams independently and simultaneously evaluated the same website, web application, or Windows program.

The main purposes of the CUE studies are to collect data on

- how usability professionals carry out usability evaluations in practice
- to compare the effectiveness and efficiency of the various approaches used
- to use these results to advise the usability community on quality approaches to usability evaluation.

[CUE-1](#) - Four teams usability tested the same Windows program, Task timer for Windows

[CUE-2](#) - Nine teams usability tested www.hotmail.com

[CUE-3](#) - Twelve Danish teams inspected www.avis.com

[CUE-4](#) - Seventeen professional teams evaluated [www.hotelpenn.com](#)

[CUE-5](#) - Thirteen professional teams evaluated the PAX Wardrobe planning tool on [www.ikea-usa.com](#)

[CUE-6](#) - Thirteen professional teams evaluated the website of Enterprise Rent-a-Car, [www.Enterprise.com](#).

Questions? Comments? Write to dialogdesign@dialogdesign.dk

CUE-6

CUE-6 is a comparative usability evaluation of the website of Enterprise Rent-a-Car, [www.Enterprise.com](#). The evaluation was conducted in October 2006 in connection with the UI11 conference in Boston, USA. Thirteen professional teams simultaneously and independently evaluated the usability of the website. Ten teams used usability testing (one with eye-tracking) while six teams used their favorite expert review technique. Three teams used a combination of usability testing and expert reviews.

Download the [evaluation instructions](#) and the [evaluation reports](#) submitted by the 13

CUE-2: Tænke-højt kontra Heuristisk inspektion

- www.hotmail.com
- 8 laboratorier testede webstedet
 - Professionelle firmaer
 - Forskningsmiljøer
 - Studerende
- Testen skulle omfatte et antal specificerede funktioner
- Selve udførelsen kunne tilrettelægges frit
- Formålet var at undersøge kvaliteten af brugbarhedstest
- 1 af laboratorierne indgik ikke seriøst i undersøgelsen
- 6 af laboratorierne baserede deres evaluering på test med brugere
 - De fandt mellem 17 og 75 problemer af forskellige kategorier
- 1 af laboratorierne baserede deres evaluering på en kombination af heuristisk inspektion og test med brugere
 - De fandt 150 problemer
 - De beskrives tit med formuleringen "might be a problem"
 - 107 af deres problemer findes ikke af nogen af de andre
 - De finder 19 ud af 26 "core problems" men uklart hvordan

CUE-2: Resultater

Report	Team	A	B	C	D	E	F	G	H	J
	Executive summary. Title must include word "Summary". "Conclusion" not accepted	Page 1	Page 1	-	-	-	Page 2	-	Page 3	Page 2
	Executive summary. Length in pages	0,5	1,5	0	0	0	0,5	0	0,7	1
	Number of pages in main report	18	38	10	5	38	19	18	11	22
	Number of pages in appendices, not including addendum	18	0	0	0	0	15	13	5	9
	Test log included	No	No	No	No	No	No	No	No	No
	Number of full or partial screen shots in report	0	8	0	1	2	1	2	0	0
	Number of levels on severity scale	2	3	2	0	2	0	0	3	4
Usability comments	Number of users per comment specified	No	No	Yes	No	No	Partly	Partly	Yes	No
	Number of basic problems	26	150	17	10	68	75	30	18	20
	Number of basic problems classified as serious	9	26	6	-	7	-	-	0	5
	Number of basic problems classified as not-so-serious	17	124	8	-	61	-	-	18	15
	Number of unclassified basic problems	0	0	2	10	0	75	30	0	0
	Number of basic problems found only by this team	11	107	4	1	33	38	10	10	12
	Number of core problems found (there are 26 core problems)	10	19	9	2	15	14	13	7	8
	Number of basic positive comments	0	8	4	7	24	25	14	4	6
Resources	Number of hours	136	123	84	-	130	50	107	46	218
	Number of hours used for preparation	37	40	57	-	-	10	34	-	70
	Number of hours used for testing	43	36	9	0	-	10	18	18	72
	Number of hours used for analysis and reporting	56	47	18	16	-	30	55	27	76
	Number of usability specialists	2	1+6	1	1	3	1	1	3	6+1
	Number of test participants, total	7	6	6	50	9	5	11	4	6
	Number of test participants with Hotmail experience	4	3	3	-	5	0	1	Unclear	Excluded

CUE-2 tal

- Ikke alle opsamlede systematisk data om tidsforbrug

	A	B	C	D	E	F	G	H	J	Gennemsnit
Forberedelse	37	40	57			10	34		70	41
Testing	43	36	9			10	18	18	72	29
Analyse og rapportering	56	47	18			30	55	27	76	44
Samlet tidsforbrug	136	123	84		130	50	107	46	218	112

- Andre tal: 100-140 timer for en total evaluering med 6-8 brugere og systematisk dataanalyse

Vores eksperimenter

- Vi har lavet et antal eksperimenter med evalueringsmetoder. I den forbindelse har vi målt tidsforbrug

	Lab (46)	UCI (13)	Forum (15)	Diary (29)
Conducting test	10 h	0 h	0 h	0 h
Analysis	33:18	2:52	3:56	9:38
Merging problem lists	11:45	1:41	1:42	4:58
Total time spent	55:03	4:33	5:38	14:36
Avg. time per problem	1:12	0:21	0:23	0:30

Table 5. Person hours spent on conducting tests, analyzing the results and merging problem lists. The average time spent identifying each problem under the different conditions is also shown. The numbers in parentheses are the total number of problems identified under each condition.

	Eval. 1	Eval. 2	Eval. 3	Total
Identifying problems	13.5 h	13.75 h	14.5 h	41.75 h
Merging VBA lists	6 h	6 h	6 h	18 h
Total	19.5 h	19.75 h	20.5 h	59.75 h

Table 3. Time spent on analysis with the VBA method.

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Oversigt:

- Aktiviteter
- Erfaringer med tidsforbrug
- Instant Data Analysis
 - Forskningsartikel

Forskningsartikel

- Kjeldskov, J., Skov, M. B. and Stage, J. (2004) Instant Data Analysis: Evaluating Usability in a Day. *Proceedings of NordiCHI 2004*, pp. 233-240. ACM.
- Kjeldskov, J., Skov, M. B. and Stage, J. (2007) Instant Data Analysis (IDA). *Proceedings of Mause International Workshop on Review, Report and Refine Usability Evaluation Methods (R3-UEM)*.

Opsummering og næste gang

Videregående om usability-evaluering

- Aktiviteter i evalueringen
- Tidsforbrug
- Reducering af tidsforbrug til analyse

Næste gang:

- Tidlig usability-evaluering