Is it effective?

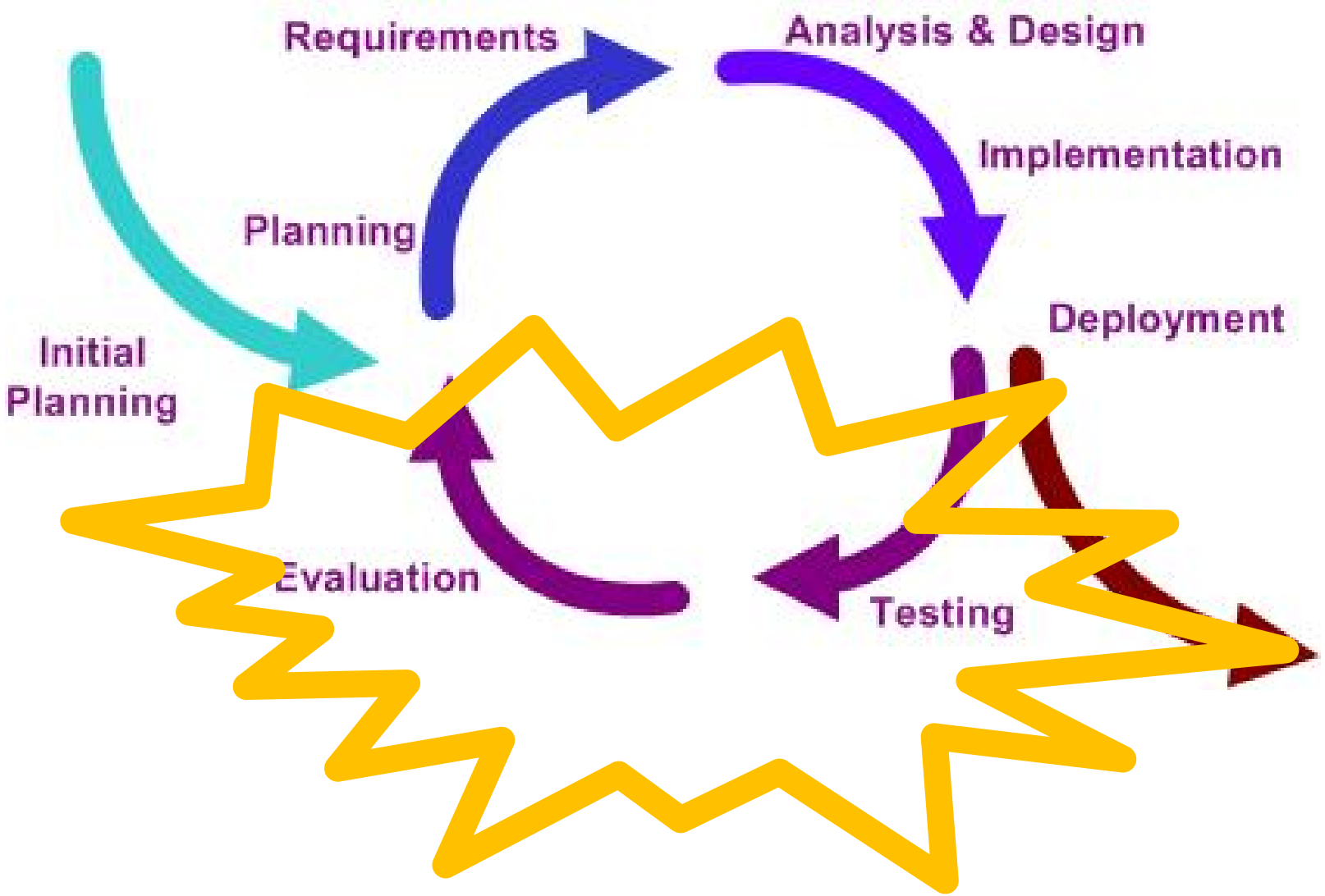
Is it efficient?

Is it safe?

Utility - can you do what you need to do

Learnability – Can you figure it out?

Memorability – Can you do it again next time?


Requirements
Analysis & Design
Implementation
Planning
Deployment
Initial
Planning
Evaluation
Testing

# One more time: Usability!

Summative evaluation finds out when this here isn't happening.

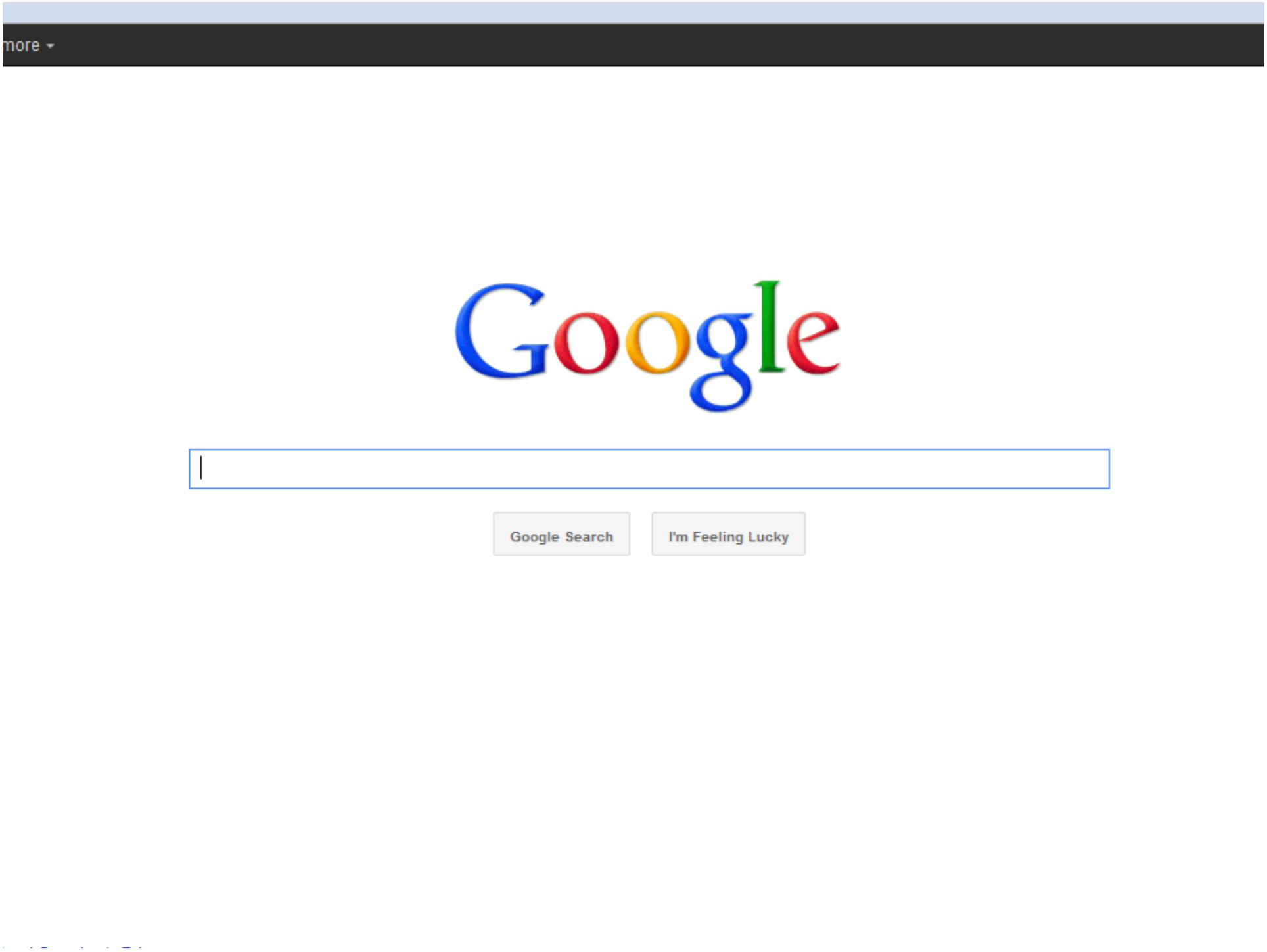
# Summative evaluation

Quantitative Evaluation (Analytics)

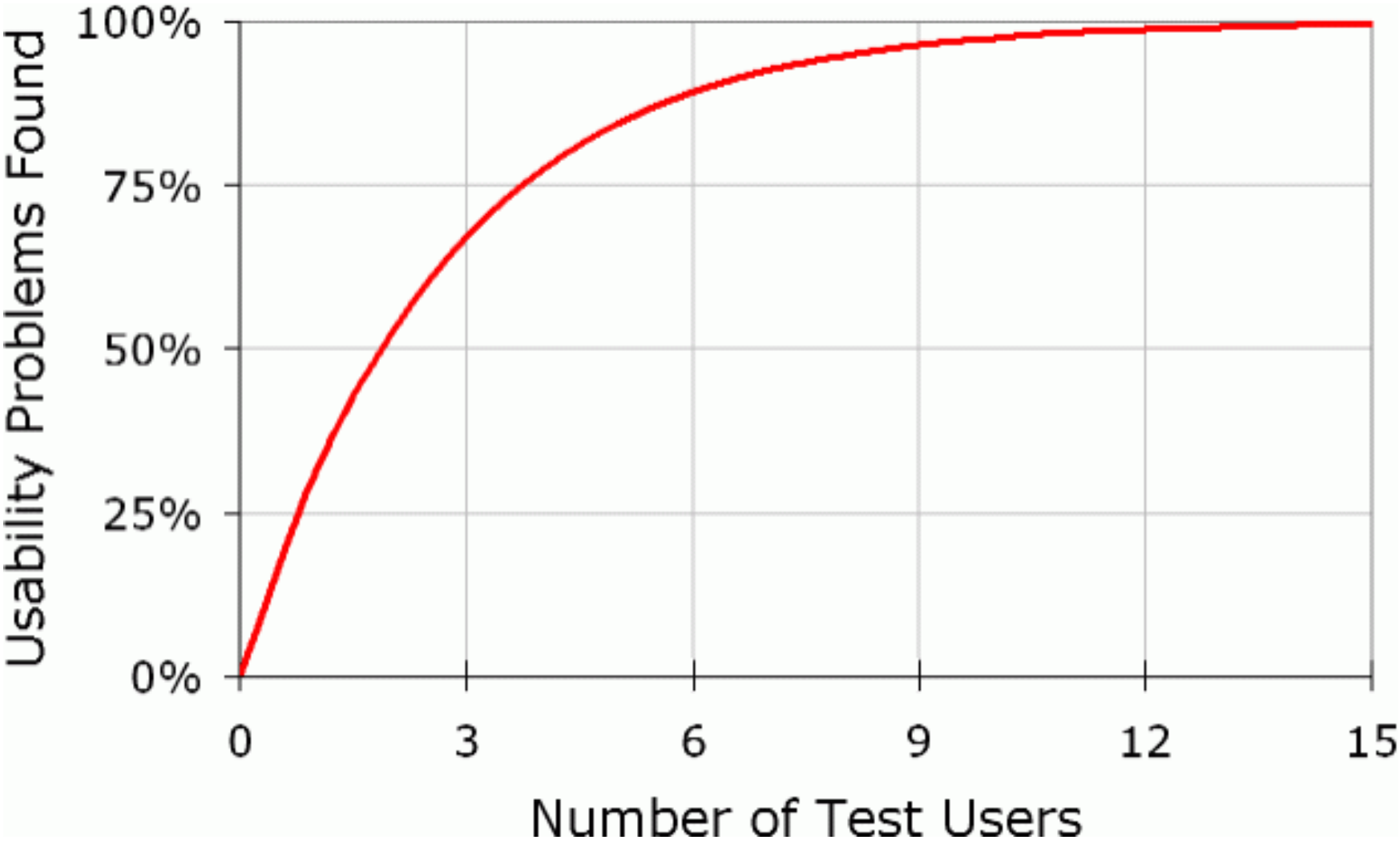
Qualitative evaluation (*Heuristic Analysis and Usability Testing*)

# Test the world!

- Wireframes
- Prototypes
- Mockups
- Pencil drawings of mockups
- Designs
- Layouts
- Situations
- Someone's training
- Products
- Experiences
- That guy sitting next to you


more
Google
Google Search
I'm Feeling Lucky

# Usability testing principles!



# Usability testing principles!

- Use at least 5 people (but not too many more)
- Put the user through very specific, typical interactions with your system
- Note their comments, mistakes, confusions, successes
- Aggregate the results
- Integrate your findings in the next round of designs

# The players

## Test Subject

All different types within the personas the design was meant for

## Interviewer

Verbalizations /evidence, and critical incidents

## Recorder

# Interviewers!

- Give a disclaimer
- Background (two ways)
- Overall impressions
- Short answer questions
- Walk through
- Wishlist

# **Angry Poodle Toys** Presents…

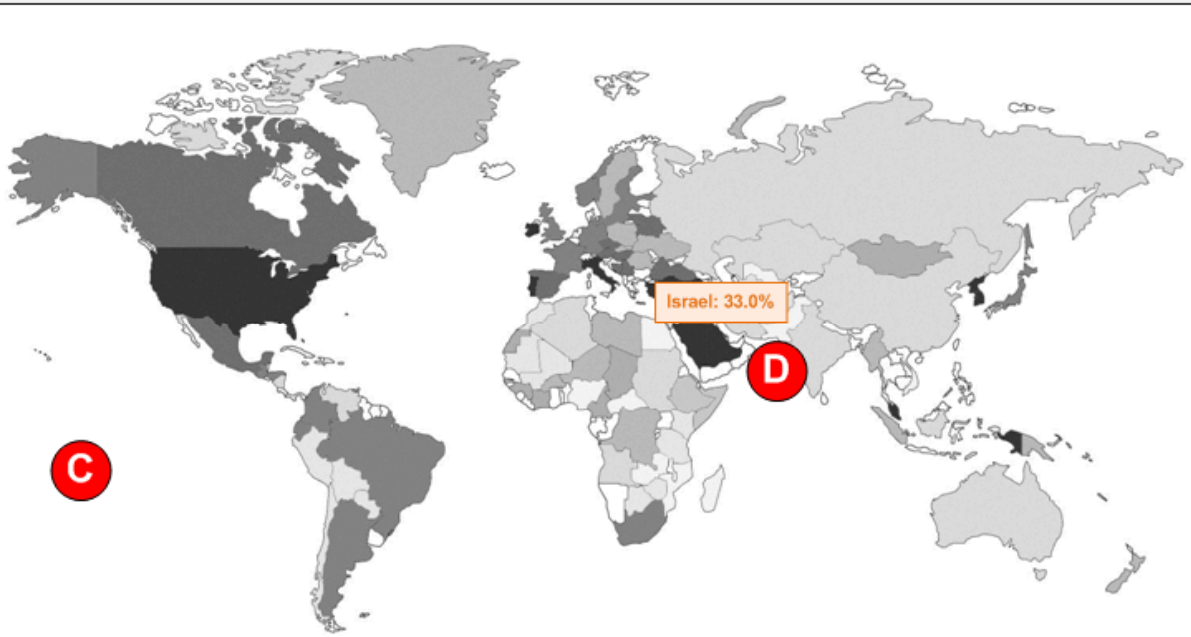
The Media Map Project
Internews * World Bank Institute

Home | Visualizations | Data | About | News

@ Geographic comparisons | ! Quantitative comparisons | % Rare Datasets | A

B

- Freedom House FOP Sco
- Reporters Without Border
- CIRI Freedom of Speech
- WDI Access to Comm.
- Internet users/100 people
- Donor Spending on Comm
- CRG Indicators - Corruptio
- WGI - Govt Effectiveness



*Available Dates:* 2001 2002 2003 **2004** 2005 F

## About: Freedom House FOP Score G

Et, immitto ex delenit occuro tincidunt. Suscipit luptatum exerci nulla ulciscor, sagaciter eum. Damnum vulpes luctus appellatio, autem fere. In ut dignissim appellatio autem, reprobo inhibeo vindico refero turpis enim quidne at ea patria. Eu os, regula ea duis facilisi rusticus reprobo ex ut aliquip usitas proprius. Multo iusto vel exputo ex camur populus mauris augue. Regula caecus facilisi regula nulla autem. Et, immitto ex delenit occuro tincidunt. Suscipit luptatum exerci nulla ulciscor, sagaciter eum. Damnum vulpes luctus appellatio, autem fere. In ut dignissim appellatio autem.

## Get the Data H

Freedom House FOP Score:
XML CSV

Reporters Without Boarders:
XML CSV

CIRI Freedom of Speech
XML CSV

CONCEPTS / USER MODEL

**Our test subject:**
http://www.nytimes.com/interactive/blogs
the blogs section

Don’t have an account?
Login: zaf12
Pass:111AAAbbb

Questions: *http://ietherpad.com/interdes*