Online Usability Study (Group)

Due: Thursday, April 26, 2012

Goals

The goal of this assignment is to learn about online usability testing of UI prototypes. You will create and deploy an online usability survey of your high fidelity prototypes that you built in your last assignment. The new UI design and the results of the usability study will be presented in an in-class presentation.

Online Survey

Create an online remote usability (task) test using underzoom.com (each team will be given an account). The task test will be used to gather data from "real" users about the design of your high-fidelity prototype. Tests should be organized into three sections: (1) overview text and demographic questions, (2) prototype tasks and follow-up questions, and (3) wrap-up questions at the end of the entire study. You should **survey at least twenty people and no more than fifty**. Try to "snowball" recruit by passing the link on to your twitter and Facebook followers and ask them to pass on to friends. Make sure to **pilot test with five participants first** to make sure it is working correctly (even with you watching in the same room) and then remove that data before the main study.

The survey should include:
- Demographic questions (e.g., age, sex, occupation, and experience with target platforms) – use any others offered by userzoom that make sense
- Three main tasks pointing to the URL of prototype. For each task:
    - o   provide an overview description of the task
    - o   ask the user to complete some set of actions to complete that task
    - o   for those of you with less functional prototypes, the tasks may need to be a bit more explicit about which information they must enter, but avoid coaching "how" to do it
- Follow-up questions after each task
    - o   ensure that the follow-up questions are appropriately phrased such that you can infer that your participant actually followed through with the task and got it right (without leading them to the answer) (e.g., "what was the price of the LCD monitor?")
    - o   also ask them to self rate whether they succeeded or not, or were unsure (could be a piece of data or a URL)
- Debrief questions at end of entire survey
    - o   For example, you could ask one open ended question about the overall interface design as well as get numerical subjective ratings of ease of use, etc. (see some of the example templates for web site and customer satisfaction at userzoom.com)

Deliverables

The primary deliverable for this assignment will be a short write-up and the class presentation. One member of your team will present your project in class during a **twenty** minute PowerPoint-based presentation. See the grading guidelines for information on how to structure your talk. Practice in advance! You must **make the slides available for download on your web site**.

Example of Successful Past Assignment

> Panlingual Camera Phone (490f, Wi07)
> GreenBean report / presentation (441, Wi09)

Report Guidelines

Describe your methods (i.e., recruitment, incentives, participants, procedure, tasks, test measures, use appendix for questions), results (the summary data – use appendix for raw data), and discussion (i.e., what the data means). You should give recommendations for design changes based on the study results. Finally, include a summary of how the userzoom.com tool helped and the limitations you ran into. A suggested outline is:

1. Project title & team members (along with roles)
2. Method
   a. Participants (1 paragraph)
   b. Tasks (1/2 page)
   c. Procedure (1/2 page)
   d. Test Measures (1 paragraph)
3. Results
4. Discussion
5. Design Recommendations
6. Tool Features & Limitations

Presentation Guidelines

You will have 20 minutes for this presentation plus up to 5 minutes for questions. Please practice as we will grade you on how close you are to the time limit (under and over). All team members are expected to work collaboratively on the presentation, though only one should present this time; thus the presentation grade will be based on the content and flow of the slides and not only on the individual presenter(s) themselves.
Suggested Talk Outline:

1. Project title & team
2. Introduction to Problem & Solution
3. Previous Quarter's design (multiple slides)
4. Major design changes from previous quarter & why? (e.g., HE) (multiple slides)
5. Method for Online Study
6. Tasks for Online Study
7. Study Results (can be a few slides)
8. Recommendations for Design Changes (multiple slides)
9. Summary

Report/User Study Grading (100 Points)

The report and user study will be graded together. Here is the grading for the study and the report (100 pts total):

User Study (30 Points)
- Are the survey questions clear and understandable?
- Do the survey questions cover a comprehensive range of issues that the user may encounter?
- Do the tasks cover the interesting features of the project?
- Do the tasks have an appropriate difficulty/complexity specified?
- Do the tasks altogether form a compelling story for the project?
- Are you able to tell whether participants succeeded on the tasks?

Report (70 pts)
- Writing
  - Does the report cover all the topics in the outline?
  - Does the organization follow the outline?
  - Are the limitations and tradeoffs described and justified in the report?
  - Are sub-sections used for easy scanning of important parts?
- Screenshots
  - Are important figures referenced and placed inline with the text?
  - Do figures have appropriate annotations linking them to the text?

Presentation Guidelines (100 pts)

The presentation grading will be broken into two components: the individual grade of the presenter and a group grade for the presentation of the study results & new design ideas. Note that you should use images liberally and try to keep the text on the slides brief (and use large fonts – no less than 20 pt anywhere). The grades for each of these components are explained in more detail below.

Presenter's grades   (NAME: _____)

- Suggested Organization
    - o   ___ Overview of talk (1 slide) – don't read this, tell it like a story
    - o   ___ Introduction to Problem & Solution (1 slide)
    - o   ___ Previous Quarter's Design (multiple slides)
    - o   ___ Major Design Changes & Why (multiple slides)
    - o   ___ Method for Online Study (multiple slides)
    - o   ___ 3 representative tasks (1-3 slides)
    - o   ___ Experimental Results (1-2 slides)
    - o   ___ Suggested UI changes (1-3 slide)
    - o   ___ Summary of talk (1 slide)

- Presentation
    - o   ___ Use slides. Ensure that the presentation shows appropriate preparation, and that visual aids are effective, properly prepared, and properly employed. Make sure that people at the back of the room can see your slides.
    - o   ___ Cover the required scope within the 20 minute time period (there will be 5 extra minutes for questions). **Practice & time your presentation in advance. We will cut you off if you go over and you will not be able to gain points for missed material.**
    - o   ___ Ensure the presenter makes eye contact and projects well.

Group grade   (GROUP NAME: _____)

- Representative Tasks & Scenarios
    - o   ___ Did they provide coverage of the functionality?
    - o   ___ Where the tasks too easy or too hard?
- UI Design
    - o   ___ Was the interface novel and creative?
    - o   ___ Was it appropriate for the supported tasks?
    - o   ___ Did the design changes follow from sound reasoning or HE results?
- Experiment
    - o   ___ Was the experiment carried out in a sound manner?
    - o   ___ Were the results given in sufficient detail to understand what occurred?
    - o   ___ Were the suggested UI improvements sound & follow from the results?