Online Usability Testing (Group)

Presentation Due: Friday, January 26, 2007  
Write-up Due: Wednesday, January 31, 2007

Overview
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 medium fidelity DENIM prototypes that you built in your last assignment. The results will be presented in an in-class presentation.

Online Survey
Create an online survey using Catalyst or an online survey tool of your choice. The survey will be used to gather data from “real” users about the design of your medium fidelity prototype. Surveys should be organized into three sections: (1) overview text and demographic questions, (2) medium fidelity prototype tasks and follow-up questions, and (3) wrap-up questions at the end of the entire survey. You should survey at least five people.

The survey should include:

- Demographic questions (e.g., age, sex, occupation)
- Three main tasks pointing to the URL of your DENIM prototype. For each task:
  - provide an overview description of the task
  - ask the user to complete some set of actions to complete that task
- Follow-up questions after each task
  - ensure that the follow-up questions are appropriately phrased such that you can infer that your participant actually followed through with the task
  - 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
  - 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.

Given that this homework is being posted the night before your presentations, I will be fairly lenient in my grading of the survey questions.

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. You must make the slides available for download on your web site.

Presentation Guidelines
One member of your team will present your project in class during a twenty minutes PowerPoint-based presentation. Like last quarter, we will be rotating individual presenters for
each group presentation. Try to practice in advance. You must make the slides available for
download on your group web site.

**Suggested Talk Outline**

- Project title & team
- Introduction to Problem
- Previous Quarter’s design
- Major design changes & why?
- Tasks for Online Study
- Survey Questions (walk us through your survey)
- Study Results (can be a few slides)
- Recommendations for Design Changes
- Summary

**Suggested Write-up Outline**

- Tasks for Online Study
- Survey Questions (walk us through your survey)
- Study Results (can be a few slides)
- Recommendations for Design Changes
- Summary
- Appendix (include raw result data from surveys)

The write-up will be due on Wednesday, January 31st. The presentation is due on Friday,
January 26 during class.

**Grading**

Your grade will be based on the thoroughness of your survey questions, the analysis of your
results, and your presentation and write-up.