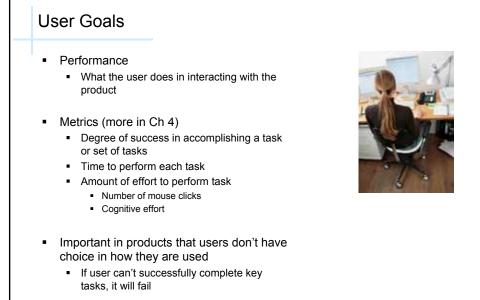


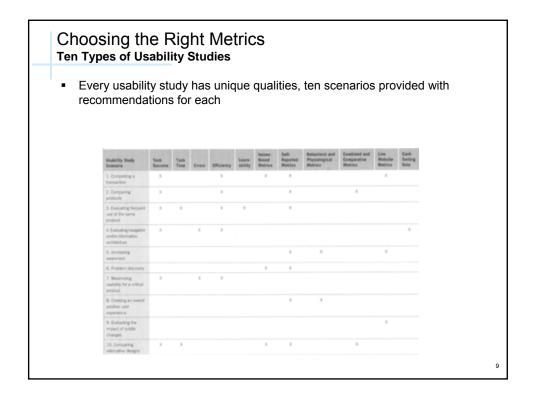
Study Goals Summative Usability Goal is to evaluate how well a product or piece of . functionality meets its objectives Summative . Comparing several products to each other Focus on evaluating again a certain set of criteria Evaluating the dish after it is completed like a restaurant critic who compares the . meal with other restaurants Key Questions . Did we meet the usability goals of the project? How does our product compare against the . competition? Have we made improvements from one product release to the next?

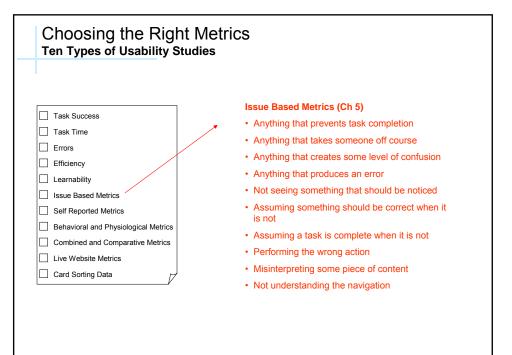


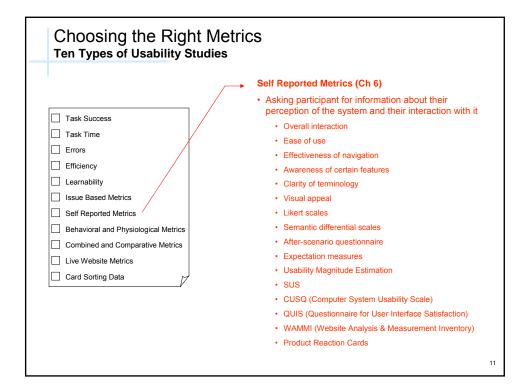
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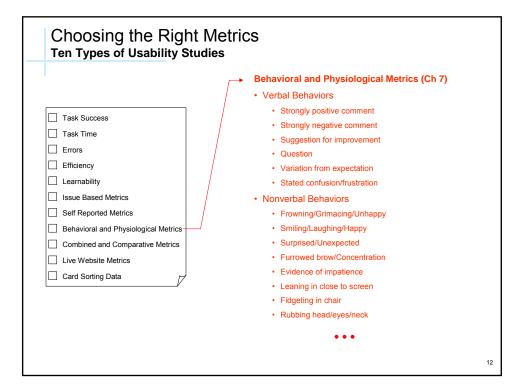


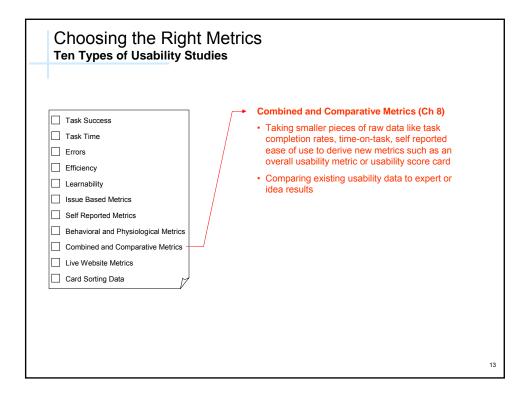


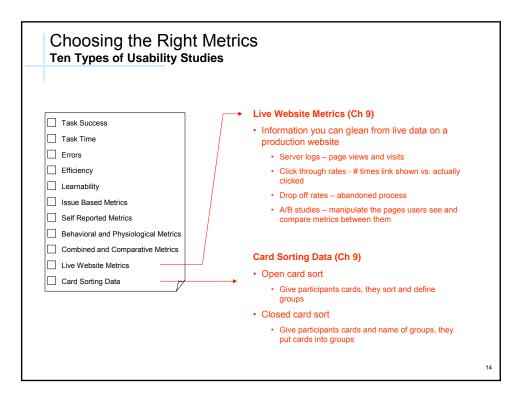


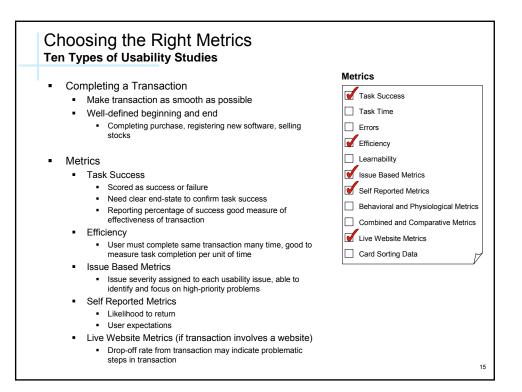


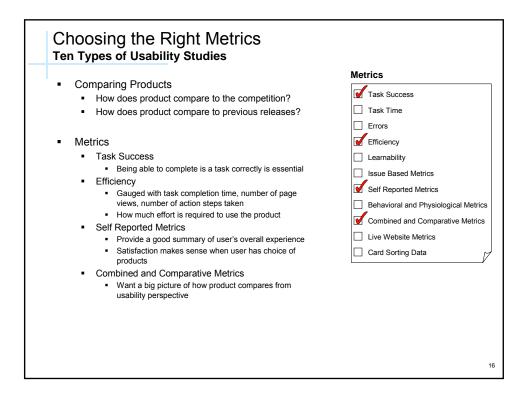


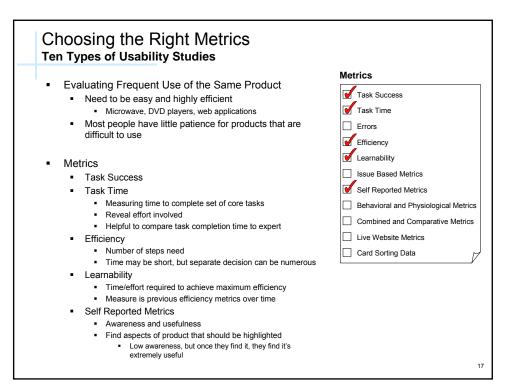


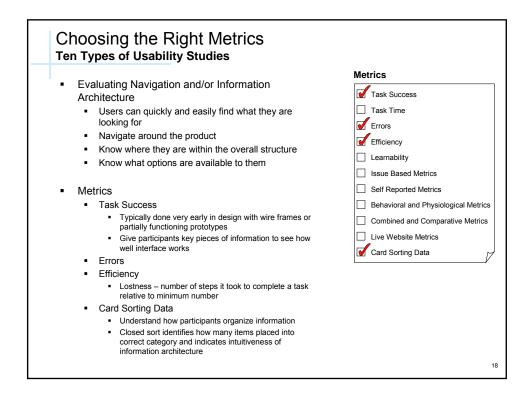


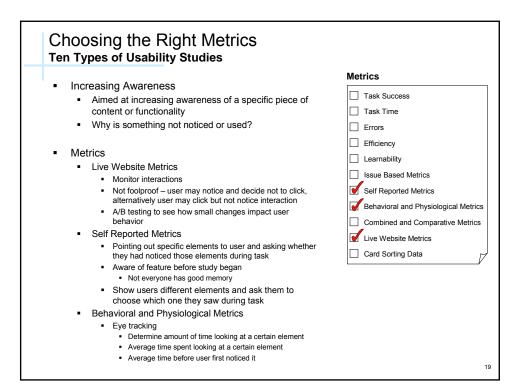


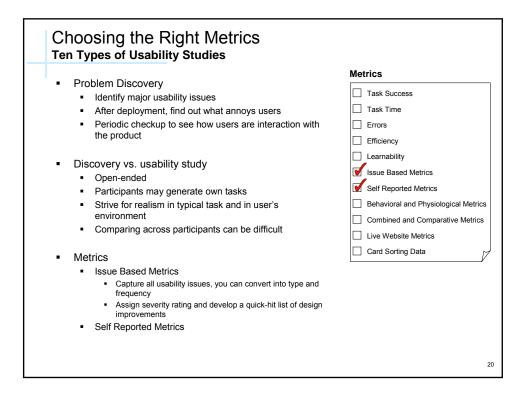


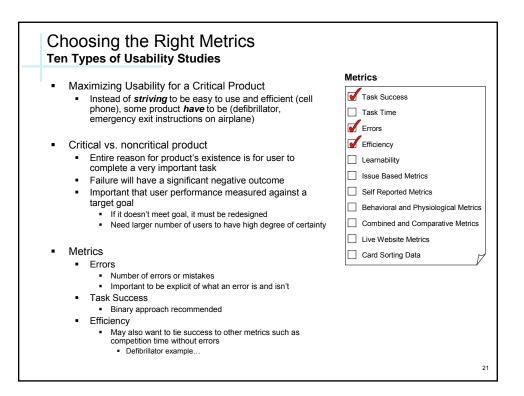


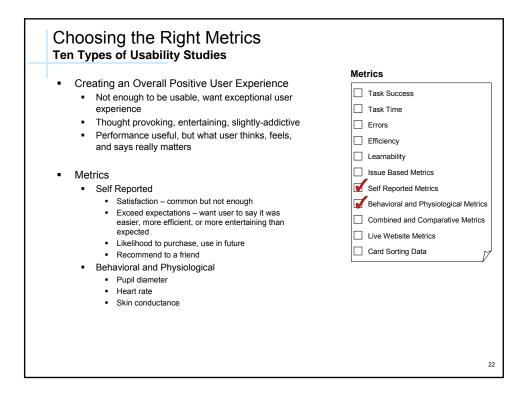


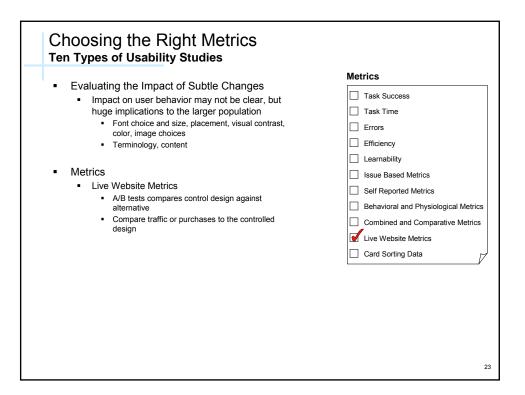


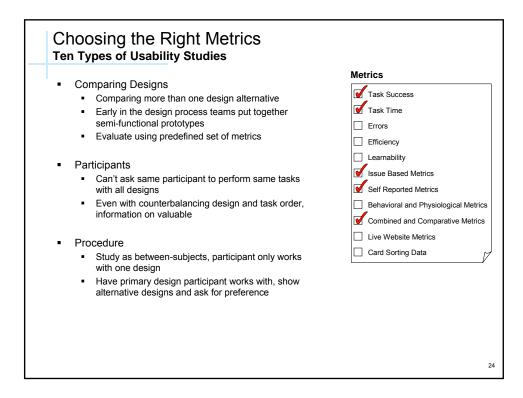


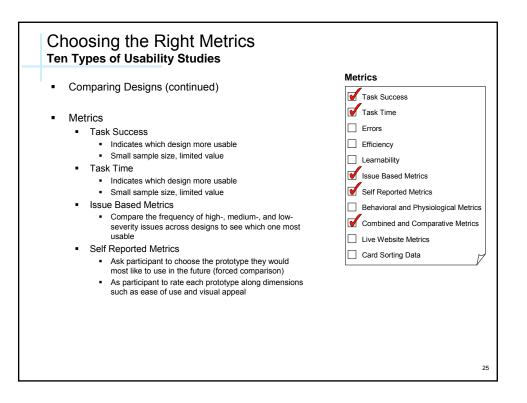


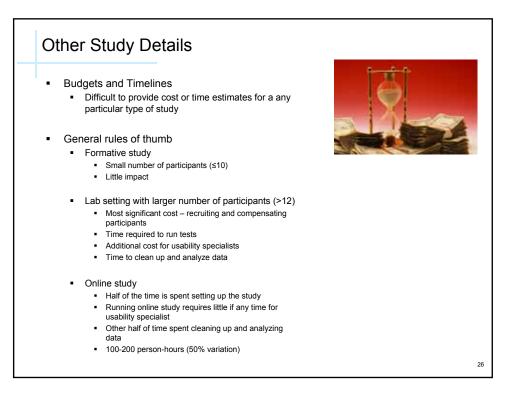


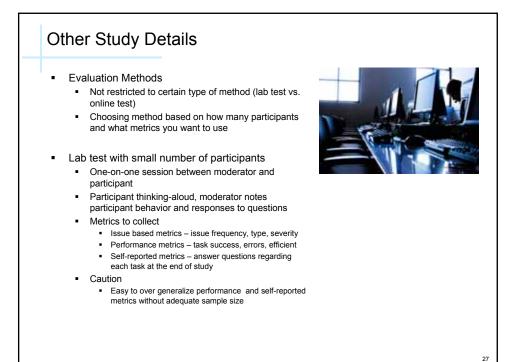


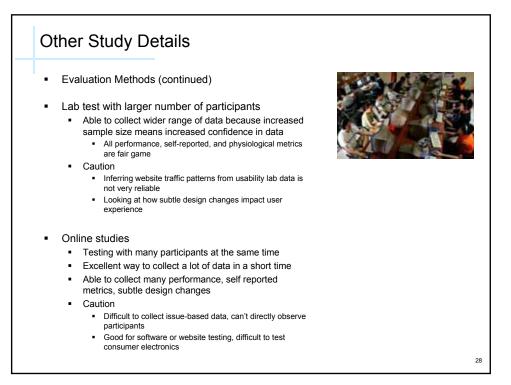


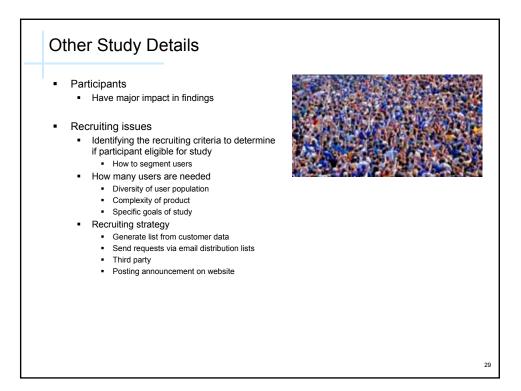


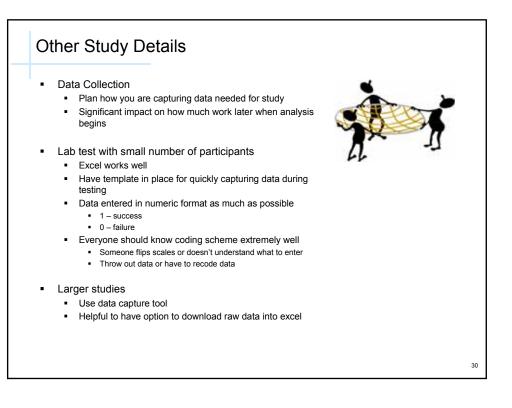












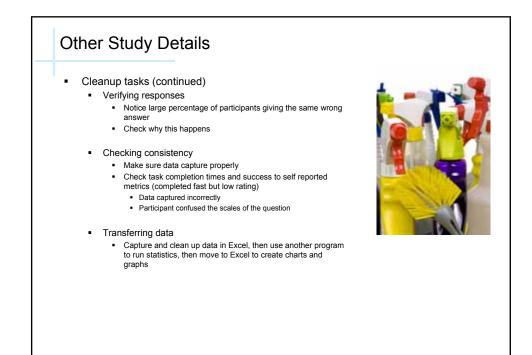
Other Study Details

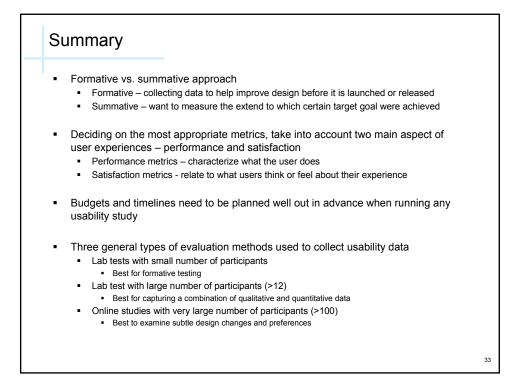
- Data Cleanup
 - Rarely in a format that is instantly ready to analyze
 - Can take anywhere from one hour to a couple of weeks
- Cleanup tasks
 - Filtering data
 - Check for extreme values (task completion times)
 - Some participants leave in the middle of study, and times
 - are unusually large
 - Impossible short times may indicate user not truly engaged in study
 - Results from users who are not in target population
 - Creating new variables
 - Building on raw data useful
 - May create a top-2-box variable for self-reported scales
 - Aggregate overall success average representing all tasks
 - Create an overall usability score



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• Cl	early identify criteria for recruiting participants Truly representative of target group Formative • 6 to 8 users for each iteration is enough • If distinct groups, helpful to have four from each group Summative • 50 to 100 representative users
■ Pla	an how you are going to capture all the data needed Template for quickly capturing data during test Everyone familiar with coding conventions
• Da	ta cleanup Manipulating data in a way to make them usable and reliable Filtering removes extreme values or records that are problematic Consistency checks and verifying responses make sure participant intensions map to their responses