LV 706.046 3SE AK Mensch-Maschine Kommunikation
Usability Engineering for Software Developers

Applying User Centered Design

Welcome
Schönen Nachmittag!
Bevor ichs vergesse:

Diplomand gesucht: Front-End Development für EU-Projekt www.ist-EUROPCOM.org (zusammen mit Prof. Kubin)

Das letzte Mal: Thinking-aloud & Videoanalyse
Subjective - but one of the most valuable methods in usability engineering!

Literally, the user "thinks aloud" whilst going through tasks and their thoughts are recorded.

Designers can then see what the user was thinking at the time of having problems.

Reveals not only what the problems are, but why!

---

Heute: Heuristic Evaluation

- Heuristic evaluation requires the use of a team of evaluators, along with a set of design guidelines (these are the heuristics)
- Better to use external experts for the evaluators, not the designers
- The role of the heuristics is to guide the evaluators, who will perform the analysis (usually by performing walkthroughs of the interface)
- Can be done with a prototype, or even before (provided a sufficiently detailed description of the design is available)
- Useful for the analysis of a variety of user situations (usually where the user is not a novice!)
Design Heuristics

For example, one set of possible heuristics is **Nielsen and Molich (1989)**

- Simple and natural dialogue
- Provide clearly marked exits
- Speak the user’s language
- Provide short cuts
- Minimise user memory load
- Good error messages
- Be consistent
- Prevent errors
- Provide feedback

Design Heuristics (2)

Heuristics guide the analysis that the evaluators apply

The evaluators try and assess

Examples:

- *‘Prevent errors’* for example would focus the evaluator on searching for errors, perhaps by scanning the design for features that the user *might* misinterpret

- *‘Provide short cuts’* would suggest looking for frequently performed tasks that involve lengthy sequences of actions
Heuristic Evaluation

Advantages:
- Relatively low cost
- Intuitive to perform
- Doesn't necessarily require advance planning
- Suitable for use in all stages of development process

Disadvantages:
- Focuses on problems rather than solutions!
- Encourages designers to repair existing designs rather than think up new designs!
- Two experts might provide different results!
Need to test with PROTOTYPES!
... PAPER PROTOTYPES AGAIN ARE MOST USEFUL ...

Und was sagt Jakob dazu ...