Evaluation of Designs

• How to determine the quality of an interface design? and when?
• Before implementation
• After implementation

• Evaluation using - Heuristics
  - Metrics
• Before/After - use Users
  - use Experts

• Metrics - provide “measures”
• Metrics - dynamic situation
  - static situation
Measured Quality

- Quantitative indices.
- Estimation of some factor of quality.
- Allow a collection of metrics responding to different factors.
- Trade-offs can be made.
- Comparisons between alternatives.
- Relative values must be correct, but absolute values need not be.
Uses of Metrics

• How good is this design?
• Which approach is better?
• Did that change make a difference?
• Is the apparent difference between alternatives major or minor?
• What’s wrong with this design?
• Is this design better with regard to this factor?
Measurement Criteria

Metrics should:

• Be easy to calculate & interpret
• Apply to paper & real prototypes
• Have strong rationale and a simple basis
• Have sufficient sensitivity to discriminate between designs
• Offer direct guidance for design
• Effectively predict actual usability
• Directly indicate relative quality of designs