

# 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