What is usability evaluation or usability testing?

- Process of gathering data about usability of a design or product.

- Testing is performed by a specific groups of users for a particular activity within a specified environment

Reasons for doing usability evaluation

- Design evaluation: understanding how people use system

- Comparative evaluation: comparing designs

- Design validation: engineering towards a target

- Checking conformance to a standard.

Issues to consider when designing usability evaluation process

- **Why:**   Types of evaluation
  - Formative evaluation
    - Done early on to help shape (form) product
    - Check that designers ideas are in tune with users' needs
  - Summative evaluation
    - To make judgment about finished item and how it meets requirements
    - Done after product has been developed

- **When:**   When to perform testing
  - Early design stages
  - Later on in design process

- **What**:   Nature of the artifact being evaluated
  - Low fidelity: sketches
  - High fidelity: prototypes, screen shots, product

- **Who**:   People involved in testing
  - Who should the subjects be
  - Who should perform the tests

- **Where**:   Environment of study
  - Lab
  - Field (contextual enquiry)

- **How**:   Types of activities or predicted activities that user will perform
  - Tightly specified tasks defined and controlled by evaluator
  - Activities decided by users