

## UI 10 Usability Testing Practicum: Evaluation Scenario

Your client is a web furniture store. They have asked you to carry out a usability evaluation of a wardrobe planning tool implemented by one of their competitors, the IKEA PAX Planner. The planner allows customers to easily make a realistic drawing of the IKEA wardrobe they are considering.

Your client is considering the introduction of a similar tool on their website. They hope that their customers will find it cool and useful in planning their new wardrobe. Your client is fascinated by the apparently simple and intuitive direct manipulation offered by the tool.

Since usability is important to your client, they want you to assess how useful and usable the PAX planner is, and to provide recommendations on how they can do better.

Please test the PAX Planner at:

[http://www.ikea.com/ms/en\\_US/rooms\\_ideas/pax\\_planner/planner.html](http://www.ikea.com/ms/en_US/rooms_ideas/pax_planner/planner.html).

The evaluation method you choose should be a procedure you would typically use to conduct a usability study.

**User profile:** Your client doesn't know very much about usability. They trust that you can create a user profile based on detailed examination of the IKEA site.

## **Deliverables**

We expect each master class attendee to submit a usability evaluation report and an addendum before the UI10 Conference. **Please do not test the interface until you receive confirmation of your registration in the seminar AND additional instructions from Rolf Molich.**

### **1) Usability Evaluation Report**

Your evaluation report must be as close as possible to the reports you normally write. To help us compare the results of different attendee's evaluation reports, please make sure that your report contains:

#### **a. Title page with team designation.**

#### **b. Method.**

A description of the usability evaluation procedure you have chosen to use for this usability study. The evaluation method you choose should be a procedure you would typically use to conduct a usability study. For a usability test, please also describe the test participant selection process and their profiles briefly.

#### **c. Comments on the Website.**

We are trying to balance realism of format with something that makes data analysis for the Master Class easier to do. For that reason, we ask that all comments be entered into a table, in the following way:

- Use the table format shown below. Do not change the column widths.
- Number your comments consecutively, starting from 01. Please do not use auto numbering, since auto numbering often does not survive a format conversion.
- Classify each comment. (Use the categories listed further down in these instructions.)
- Start the comment description with a one-line header that briefly describes the comment.
- Continue with a description of the usability comment.
- Provide a short recommendation on how the usability problem could be solved. This recommendation is required only if the comment is about a usability problem, and only if you're reasonably sure that your recommendation would actually make the interface more usable.
- Report one usability problem or one positive feature per comment. Split comments that are conglomerates of several problems or positive features.
- Include as many comments as you would consider appropriate in an industrial setting.

Use the following table format for reporting usability comments:

ID	Category	Description	Recommendation
X-01	P	Useful information. Test participants appreciated the pictures of the interiors of the rooms.	
X-02	C	Speak the users' language. Some test participants did not know what an "asterisk" was (in "fields with an asterisk are required")	Replace text with "fields marked with a * are required"
X-03	A	Visibility, affordance. Most test participants did not understand that they could start by selecting a room type and thus get an overview of the dates when rooms of that type were available. Most test participants thought that they had to start by entering information in column 1, then fill out column 2, etc.	

#### d. Test script.

Include your test script, in particular the usability test tasks you used.

Each usability comment must be classified in one of the following categories:

- *Critical problem.*  
Causes frequent catastrophes. A catastrophe is a situation where the website "wins" over the test participant, i.e. a situation where the test participant cannot solve a reasonable task or where the website annoys the test participant considerably.  
Category code A
- *Serious problem.*  
Delays test participants in their use of the website for 1 to 5 minutes, but eventually allows them to continue. Causes occasional "catastrophes".  
Category code B.
- *Minor problem.*  
Causes test participants to hesitate for a few seconds.  
Category code C.
- *Good idea.*  
A suggestion from a test participant that could lead to a significant improvement of the user experience.  
Category code I.

- *Positive finding.*  
This approach is recommendable and should be preserved.  
Category code P
- *Bug.*  
The website works in a way that's clearly not in accordance with the design specification. This includes spelling errors, dead links, scripting errors, etc.  
Category code T.

If you are doing an expert evaluation, the above category descriptions should be modified accordingly, for example "*Serious problem*". May delay a considerable number of users in their use of the website for 1 to 5 minutes, but eventually they will be able to continue. May cause occasional "catastrophes".

## 2) Addendum

In addition to the evaluation report, please submit a separate addendum with the following information:

**a. Resources used for the evaluation (person hours).**

Provide a day-by-day timesheet for the period where you carried out your evaluation. Include information about resources spent by all team members and colleagues. Do not include information about test participant resources, if you're doing a usability test.

**b. Comments on how realistic the evaluation has been compared to the professional evaluations you normally carry out.**

**c. Other comments (if applicable).**

There are no specific formatting requirements for this report except that your team code letter should appear in the header of each page. The addendum must be anonymous, just like the evaluation report.

### Video Tapes (Optional)

For those of you who run a usability test and who are planning to capture the participants on video tape, we would love to be able to use these videotapes for the Master Class. If you are willing to contribute your video tapes please do the following:

- Have a consent form where the participant allows the video tape to be made available for Master Class participants. Test participants will be recognizable on the video tape. Tell them that
  - a) this is completely voluntary,
  - b) they can make the decision after the session is over.

- Make sure you get the filled out consent form. If you want help creating such a form, please contact us immediately.
- Send the results, with associated consent form, on a DVD to Rolf Molich by express mail. You can bring video copies to the workshop. Try to make them first generation copies, if at all possible. If you give us the originals, we can return them to you, if you like.

## **Instructions for Submission of Deliverables**

Your deliverables must be submitted to [practicum@uie.com](mailto:practicum@uie.com) before Monday, September 19, 2005

A team may consist of 1-2 UI10 master class attendees from the same company. You can ask your colleagues to help in running the evaluation even if they are not attending the Master Class.

Deliverables must be written in English.

Your deliverables must be anonymous and suitable for general publication. Please make sure that your name and affiliation does not appear anywhere in your reports. Check the properties of your submitted reports carefully; sometimes Word hides author information there.

The following report formats are accepted:

- Microsoft Word.
- Star Office.
- RTF.

PDF format is not accepted.

If you have problems meeting any of these requirements, please contact [practicum@uie.com](mailto:practicum@uie.com) and we'll find a solution.

## **Support**

Please direct any questions that you might have about this scenario to Rolf Molich. Telephone conversations or personal meetings with IKEA staff are not possible (in our scenario, they are a competitor of your client).

Rolf Molich is willing to coordinate task sets between several teams who do usability testing. It would be interesting to compare results from teams who had used the same tasks.

**Have fun!**

- and please don't hesitate to contact Rolf Molich if you run into problems.

Rolf Molich, UI10 Master Class Instructor

[practicum@uie.com](mailto:practicum@uie.com)