

95

HCI Quiz 7

Name: Brandon Buchanan

1. Give two examples of *objective* data you can collect during a usability test (20 points):

- a. What parts of the system the user is using the most
- b. Whether or not a user completes the given tasks

2. Give two examples of *subjective* data you can collect during a usability test (20 points):

- a. Users' comments & feedback regarding the system
- b. Users' demographic information relating to usability
that's really objective (a fact that they're a 22yo male)

3. What is an IRB (Institutional Review Board) (10 points)?

Makes sure tests done with human participants are done fairly and within
guidelines so that no one is harmed.

4. Before starting a usability test with a participant, what do you need to tell them? (You may either write out a rough draft of a script, or just list the important points). (20 points)

- Inform them that it is not a test of their abilities, but of the website
- Ask them to describe their thoughts as they complete tasks
- Inform them that you cannot help them because you are interested in seeing how they do on their own

5. If a user was working on a task during the test, then stopped and just appeared to be looking at the screen, what would you do or say? (10 points)

Ask "What are you thinking?" or any general question to find out what their process is. It's a bad idea to ask specific questions though.

6. Are most usability tests statistically significant? Why or why not? (10 points)

✓ No because most are done with a small group of users and to be more statistically significant, more users would be needed.

7. Explain how think-aloud usability tests differ from contextual inquiries (10 points)

✓ A usability test is testing a specific system, while a contextual inquiry is very open-ended as you are watching a user go about his/her day.

Bonus: What is "cherry picking" in a usability test?
