

Usability Evaluation mittels Experten Reviews

Expertenevaluation im mobilen Zeitalter

Hans-Joachim Belz

Word Usability Day, Burg Lede, November 2015



Anstrengungslos 2015.



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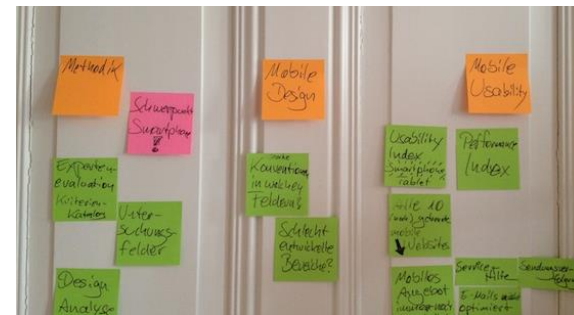
Dinge, die
man gerne
tut, sind

An
strengungs
los

**Two people consulting
team from Bonn.**

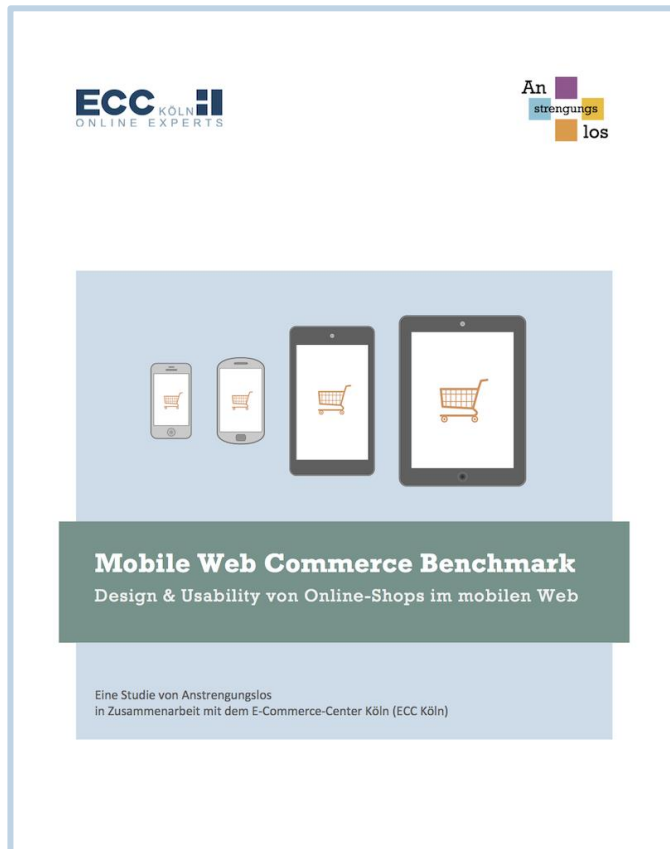
**We offer UX consulting
and change management.**

**Our current focuses are
mobile commerce and
digital transformation.**

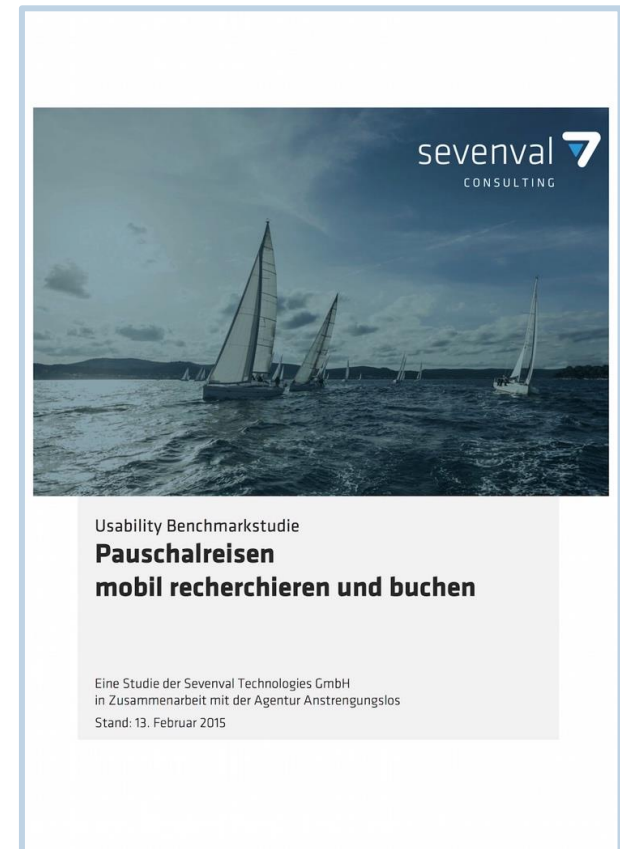


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4 Usability Studien in 2014/2015



**Mobile Online Shops,
Anstrengungslos/ECC Köln,
April 2014**

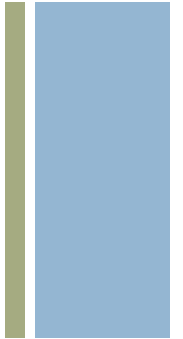


**Mobile Reiseportale,
Sevenval (Anstrengungslos),
Februar 2015**



Expert Review – wer macht's?

Welche Erfahrungen gibt es?



- Wer hat schon mal eine Expertenevaluation durchgeführt?
- Wessen Unternehmen betreibt Expertenevaluationen auf regelmäßiger Basis?
- Wer denkt, Expertenevaluation ist ein effizienter Weg, um potentielle Usability Probleme zu finden?



Expertenevaluation (engl.: Expert Review)

Was ist das?

- A usability evaluation method based on the **inspection** of a product by one or more **usability experts**.
- **Heuristic evaluation**, the original review methodology, was developed by **Rolf Molich** and **Jakob Nielsen** in 1990.
- Today there are several different flavors:
 - Heuristic Evaluation
 - Cognitive Walkthrough
 - Scenario / task-based expert review
 - Persona-based expert review
- It's **cheap** and can be surprisingly **effective** – see CUE studies*.

*=<http://www.dialogdesign.dk/CUE.html>



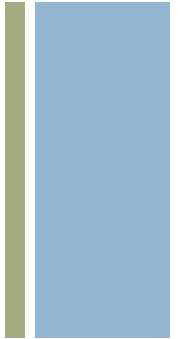
WTF? Usability without a user?



Why it works

The expert in expert

- Reviews do not simply focus on UI design details.
- Good **expert** reviews take into account
 - User Needs
 - Mental models
 - Typical Perception behaviour
 - ...
- **Experts** have **extensive** experience with user behaviour:
Lots of hours watching users (in the use lab) plus participating in user research efforts
- In addition, they know their way around design patterns, guidelines, current studies, etc.

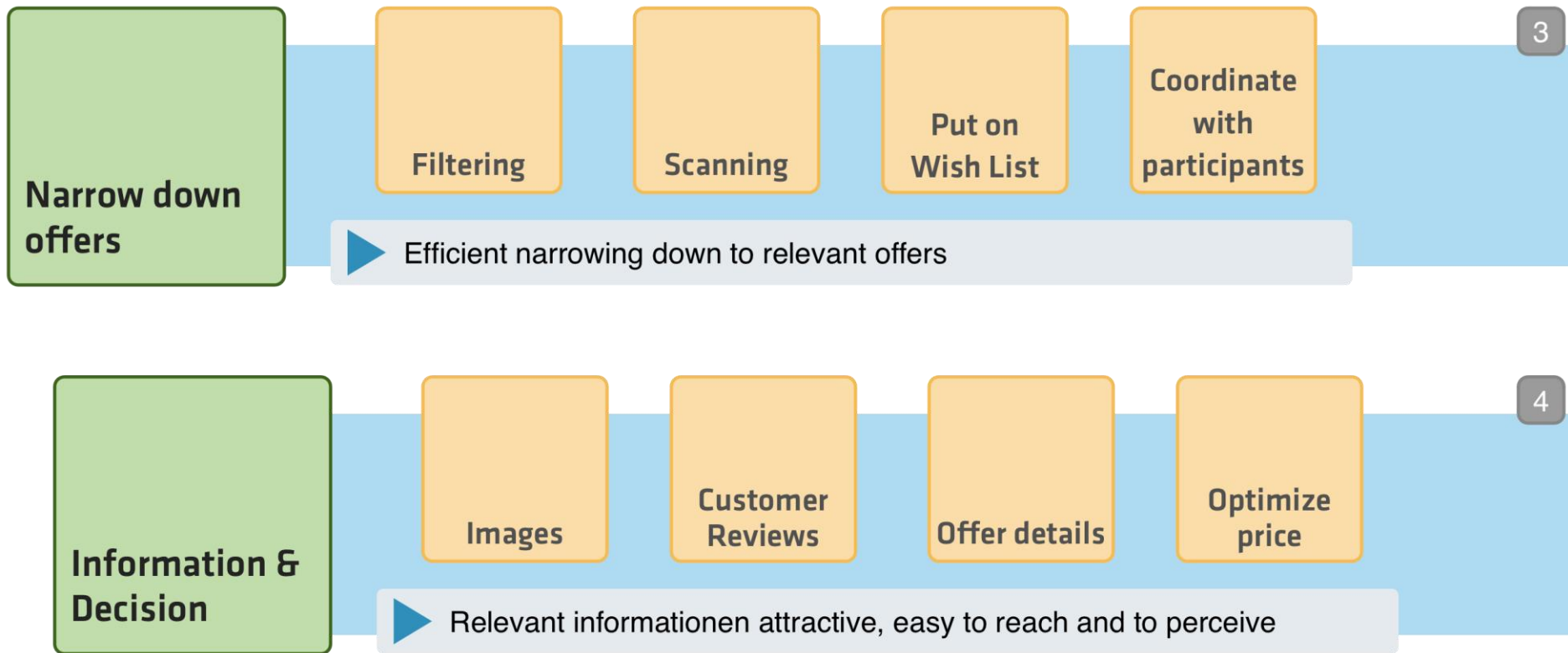




Pro Tip #1

Create maps of needs & mental models

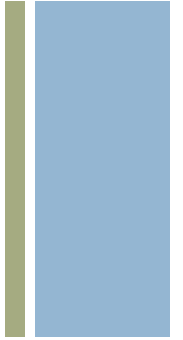
Excerpt from a phase model of booking a package holiday:





Pro Tip #2:

Multiple experts

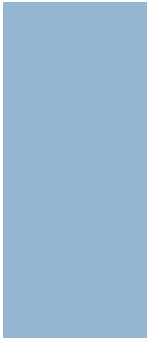


- If possible, let more than one expert review the product.
- Every expert tests independently.
- Build consensus about your test results by a thorough and frank discussion of your observations.



Pro Tip #3:

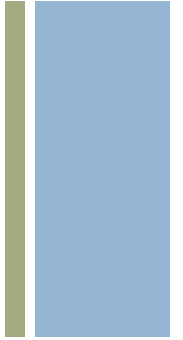
Use scenarios (and personas)



Heuristic Evaluation	lacks context (user type, user goal, tools and social context).
Cognitive Walkthrough	with a lot of upfront documentation (detailed task definition, expected action sequence, etc.) not well suited for iterative design.
Scenario-based	A clear task definition with some information about the user and their social context .
Persona-based	adds a rich description of the user stereotype to the scenario-based approach.



How we do it



- Testing with multiple devices in parallel
- Test Scenario + Criteria Catalogue + User Model Maps
(even better: Using Personas)
- Per Step (e.g. product detail page):
 - Independent evaluation by two experts
 - Discussion / consensus building
 - Documenting test results and any further observations
(text + screenshots)
- Documenting the user journey of the scenario in a series of screenshots



O.K. - It's cheap & efficient.
But I am not sold yet.

+ The Age of Mobile

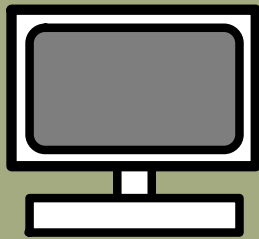
Fragmented device landscape,
continuum of screens,
outrageous oddities, ...

Increased need for relevance,
providing sufficient context,
...



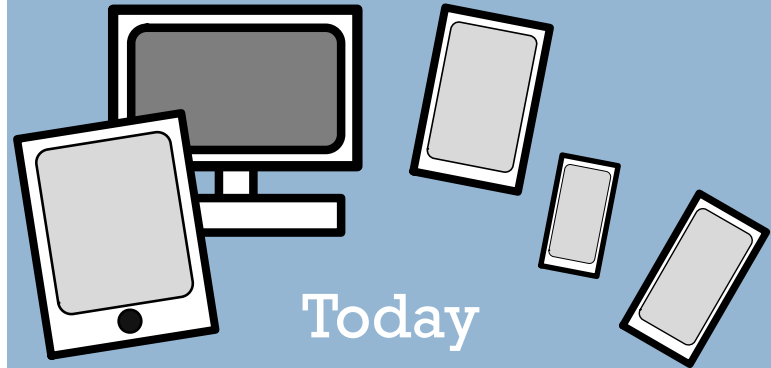
+ Design Review

Then and Now



„Good“ old times

- One PC
- Static layout
- Some browser quarrels



Today

- A myriad of devices
- Dynamic Layout
- Man, don't get me started



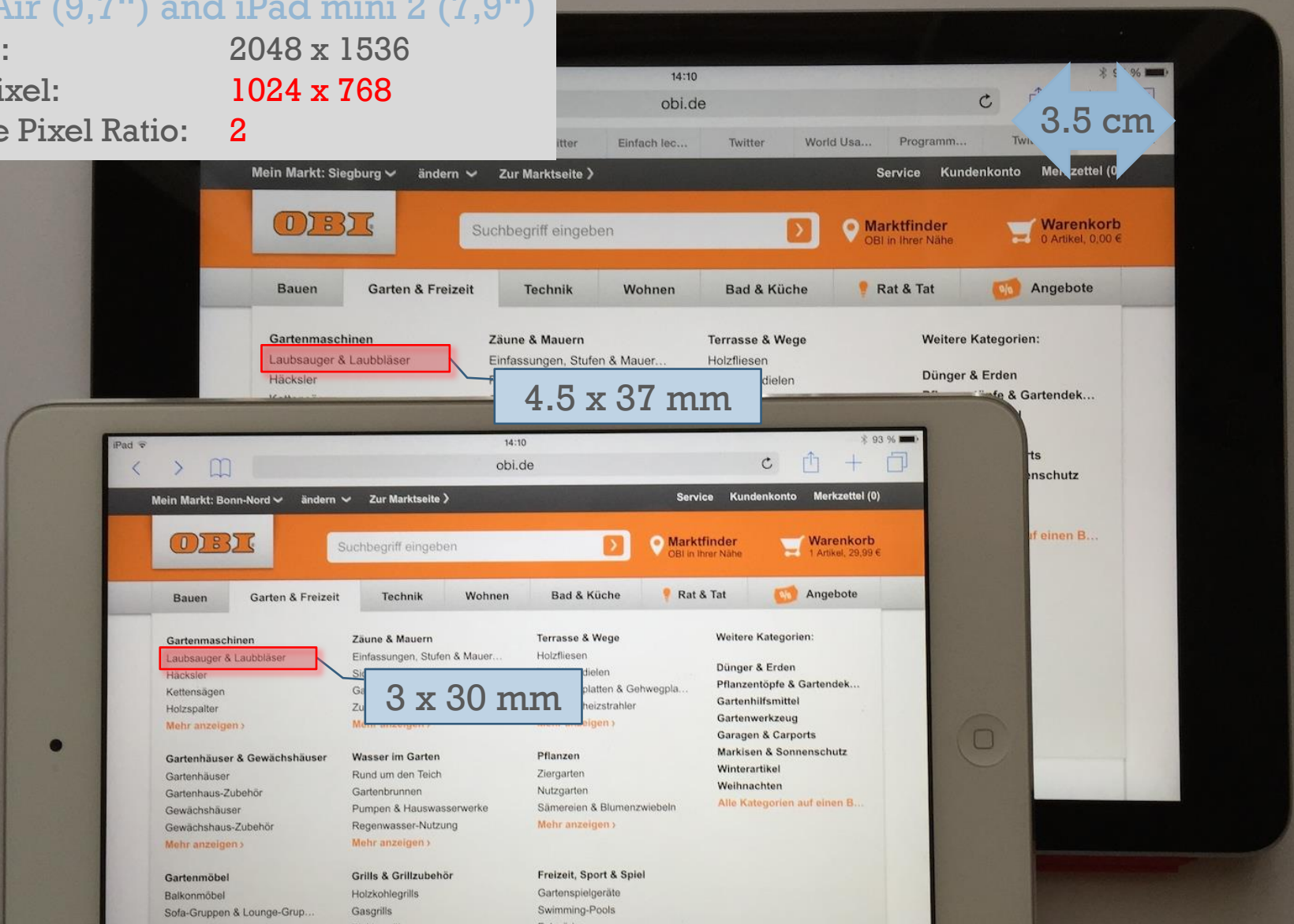
**SOME
REAL WORLD
EXAMPLES:**

iPad Air (9,7“) and iPad mini 2 (7,9“)

Native: 2048 x 1536

CSS-Pixel: 1024 x 768

Device Pixel Ratio: 2



Not a reliable Factor: Resolution

Inspection/testing on real devices is the only reliable evaluation method



SHEEGO CASUAL

sheego Casual Shirt

★★★★☆ (81) [Bewertungen lesen](#)[Artikel details ansehen](#)

FARBE – schwarz-grau



GRÖSSE – 40/42

40/42

44/46

48/50

52/54

56/58

[Größentabellen](#)Great design
on the iPad.

Lieferung innerhalb 3 Wochen

19,99 € ~~24,99 €~~inkl. gesetzl. MwSt und zzgl. [Service- & Versandkosten](#)

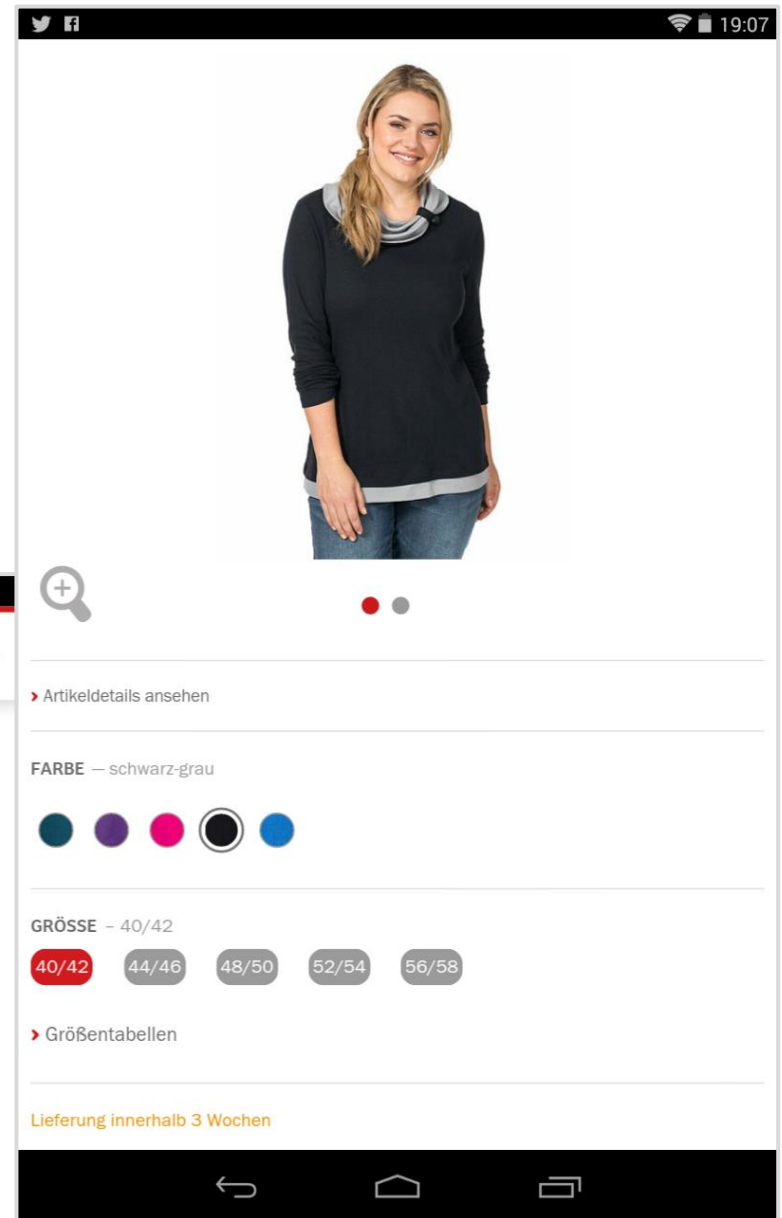
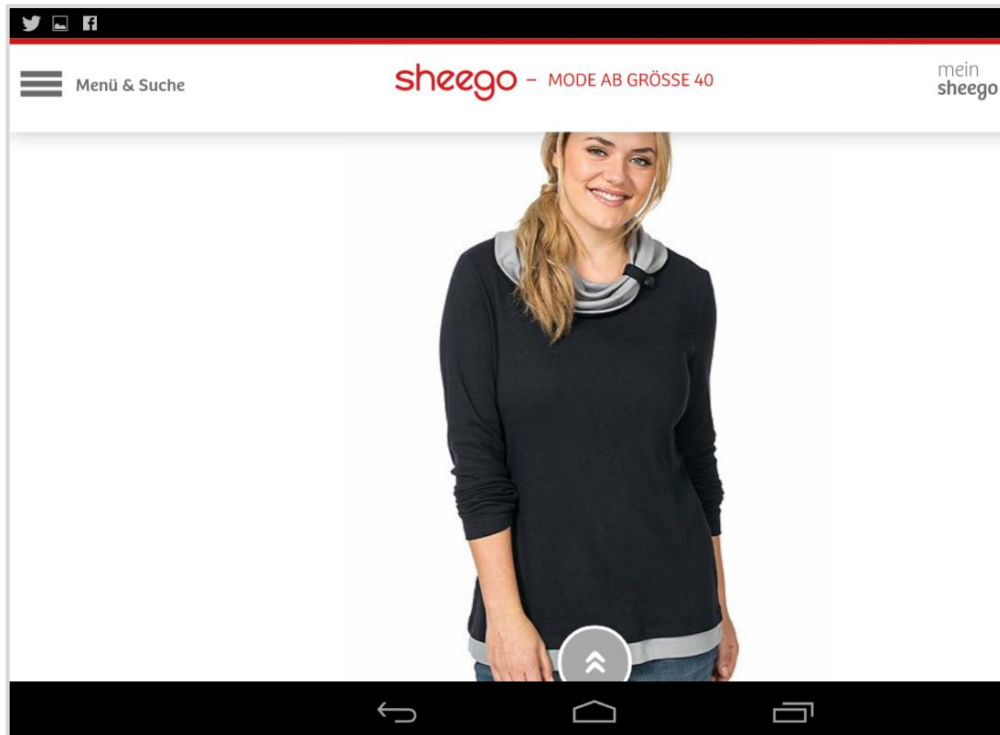
in den Warenkorb



für Wunschliste bitte anmelden

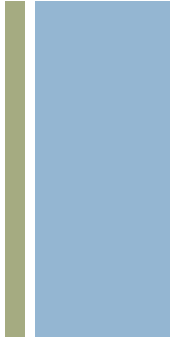


Nexus 7: Not so great.





Who is responsible for spotting design issues?



Designer?

Only **small range** of devices (if any) with focus on **the concept**

UX Manager?

Small range of devices with focus on **user behaviour**

Developer?

Bigger range of devices but mostly focused on **implementation challenges**

QA Tester?

Maximum range of devices but focus on **functionality**

Content Manager?

Only **small range** of devices (if any)

What is your take?

Who is responsible for this kind of problems in your team?





To the rescue: The Usability Inspector

(Small) Usability focused set of test devices

→ Main display sizes, aspect ratios and screen resolutions

→ Leaning towards the more constrained devices



Agreed set of evaluation criteria including

- Information Architecture
- Interaction Design (perceptible, understandable, touchable, ...)
- Domain-specific aspects (checkout, product detail page, etc.)

Evaluating complete user journeys based on scenarios



**SOME
SAMPLES
FROM OUR WORK:**



Example:

Tablet Device Lab for Usability Reviews

- Android Tablets im with aspect ratio 16:10 und 7/8/10 inches
- iPads with aspect ratio 4:3 and 8/10 inches



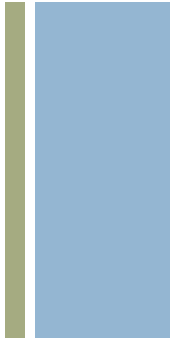
Further coverage: Windows Tablets, Kindle Fire Tablets





Example:

Excerpt from article page criterion



■ Above the fold evaluation (initial view)

- Is topic and purpose of the page immediately clear?
- Is the product name and part of the product image visible?
- Is immediately recognizable that more content will follow?

■ Overall page structure

- Are the most important elements prominent with a clear visual hierarchy? Important are the core module, user reviews and relevant product details.

■ Core module – has to fit the screen

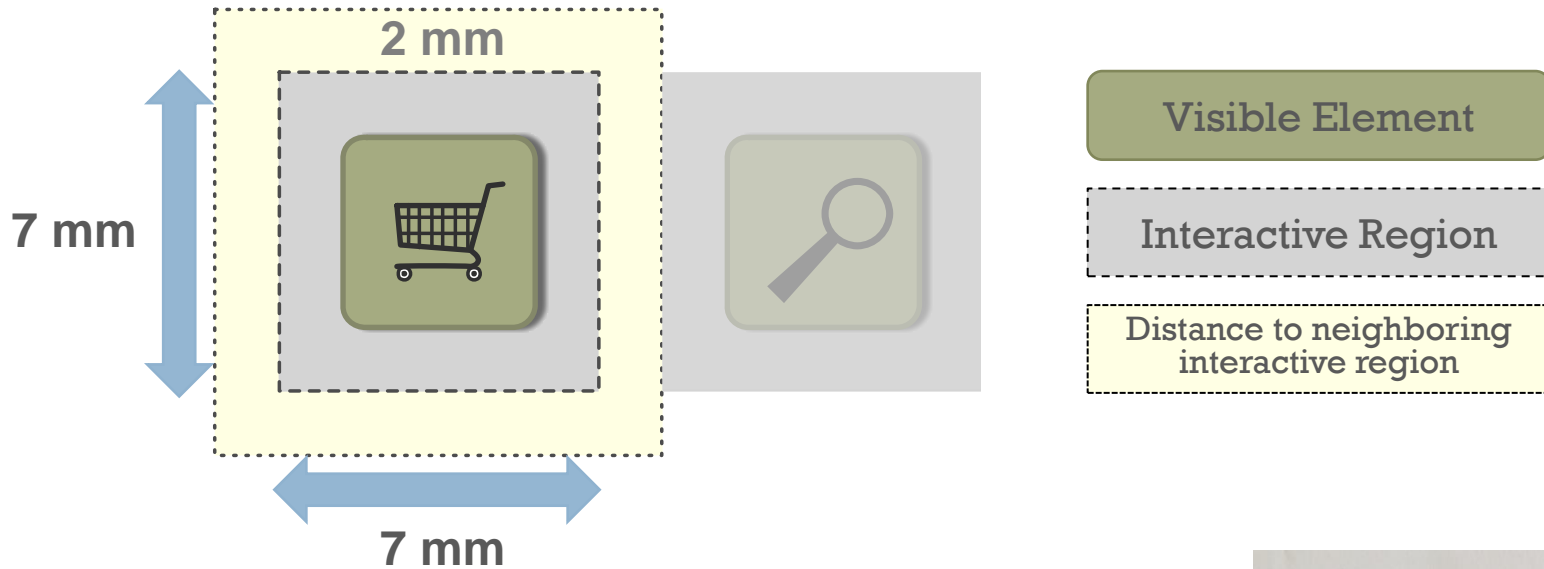
- Product image (at least partly)
- Product name + Manufacturer
- Product configuration
- Price, availability, delivery information

■ ...



Example:

Touch ergonomics



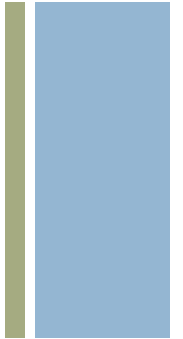
- Agree on the size of your touch elements **in mm – not pixels!**
- Verify touch elements on **physical screens!**
- Allow for cases where **space is sparse** and the pain of misplaced touch interactions is negligible.





Example:

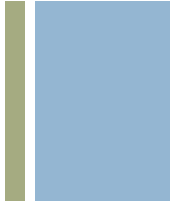
User scenario for booking a package holiday



A childless couple wants to book a one week trip into the sun in 2 weeks from now. They live in Bonn, so the departure airport should be Cologne, Dusseldorf or Frankfurt. They only want breakfast (no all-inclusive service). The hotel should have at least four stars and they would like to choose something that is popular with couples. Good reviews/recommendations are important to them. They are flexible regarding the fee for the transfer to the hotel depending on the overall price.

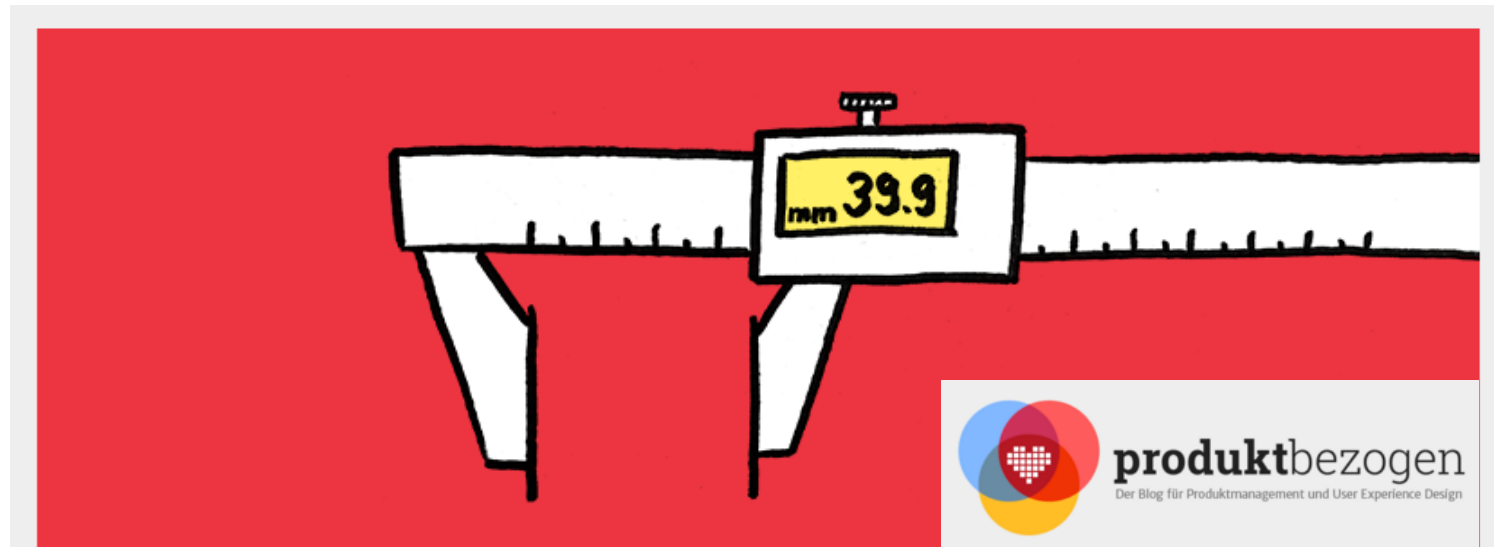


Additional perks of expert reviews



- **Compile and communicate** standards for design and ergonomics from a user-centric point of view (vs. pattern library, style guide)
- **Benchmark competitors**
 - Where are they in comparison to you?
 - Identify design elements that might be superior solutions.
- **Track** your criteria coverage over time

+ Additional reading



Expertenevaluation im mobilen Zeitalter

von Hans-Joachim Belz (Gastautor) – 4. August 2015

Expertenevaluation ist so hipp wie Birkenstock-Sandalen. Dabei kann sie gerade in der heutigen mobilen Welt mehr als ihr Ruf: Expertenevaluation ist kostengünstig, wirkungsvoll und gut darin, im mobilen Kontext Usability Probleme aufzuspüren, die mit anderen Methoden schwer zu fassen sind. Das macht sie zur idealen Ergänzung bei der Usability-Evaluierung von mobilem Web und App. Dazu müssen allerdings einige Rahmenbedingungen erfüllt sein. Unsere Tipps aus der Praxis helfen dabei, dass es läuft – auch ohne Sandalen.

+ Where can I learn more?



Workshop by Rolf Molich

Expert Reviews for Experts

Great hands-on primer on basic principles of expert review as a usability evaluation method.



Ask us!

We love to discuss, learn and advise.

If you want more hands-on support, we offer training and consulting.



War das

An   strengungs  ?
 los

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<http://de.slideshare.net/hjbelz>



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www.anstrengungslos.de