

## Step 16: Iterative Detailed User Interface Design Evaluation.

### Purpose of this step:

The purpose of this step is to further refine the product Detailed User Interface Design specified in the previous task. The purpose is also to evaluate the final interface against the usability goals.

### Overview:

The goal of this step is to focus on cosmetic issues rather than complex site related issues. This means any changes made are still very cost effective and can improve usability. It is important to use this step as a chance to evaluate other areas of functionality within the site that may not have been examined for usability issues completely in earlier design steps.

### Practical application of these principles to your site:

The practical application for testing usability in this stage can be divided into two phases:

#### **Planning and preparation:**

##### **1) Decide on ease-of-learning verses ease of focus for the test**

Decide what the purpose/focus of your testing will be.

##### **2) Decide on task focus for the test**

Choose the types of user you will subject to the test (E.g. only high priority users or a selection from different types of users)

##### **3) Design test tasks**

These tests should test the user's ability to complete detailed transactions not just navigate between pages. Tests can be generated from the task scenarios generated in the Contextual Task Analysis.

##### **4) Design the test and develop test materials**

The exact procedure of the test and how it will run should be laid out including supporting training materials, data collection sheets, questionnaires and how-tos.

### **5) Design and develop test environment**

Testing should be carried out in the work environment under the same stress conditions (if any) to ensure the site is thoroughly tested in a real environment.

### **6) Recruit testers**

Recruit 2 or 3 testers that represent the different types of users that might use the website.

### **7) Run the tests**

Try to use the pilot testers to thoroughly test every aspect of the site. The purpose of pilot testing is to debug the testing system as much as possible.

### **8) Revise test procedures and materials**

Make any necessary changes that might be required as a result of the pilot testing.

## **Conducting the tests:**

### **1) Run the test and collect data**

The Conceptual Model Design testing is very similar to the process of testing here. Do not lead the user in any way. Record every dead-end the user comes to and note what is necessary to rewire the system.

### **2) Summarize**

Collate the information in Excel or some usable data management tool.

### **3) Analyze and Interpret data**

Focus on the parts of the data that shows a failure to meet minimum acceptance criteria. Again the focus is usability of screen design issues.

### **4) Draw conclusions and formulate recommended design changes**

Draw conclusions on unmet usability goals. Document and interpret necessary changes to revision.

**Examples:** See examples of this step in the “Examples” folder.