

CS1Q-HCI Evaluation methods

Advantages and Disadvantages, as suggested by the class (with a few amendments!)

	Advantages	Disadvantages
Cognitive Walkthrough	<ol style="list-style-type: none"> 1. You get the opinion of experts 2. Only need a prototype, not a full working system 	<ol style="list-style-type: none"> 1. Experts may find it hard to take the role of an inexperienced user 2. It may be expensive to pay the experts
Heuristic Evaluation	<ol style="list-style-type: none"> 1. Easy to set up 2. Uses solid, well-tested rules 	<ol style="list-style-type: none"> 1. Heuristics are only guidelines, they are not rules: there may be good reasons for violating them 2. Very limited user coverage (ie: none!)
Think Aloud	<ol style="list-style-type: none"> 1. Can get direct feedback from real potential users 2. Easy to collect the verbal data 	<ol style="list-style-type: none"> 1. The users will feel under pressure 2. Some users may find it difficult to articulate their thoughts
Co-operative Think Aloud	<ol style="list-style-type: none"> 1. Easy to identify errors through the dialogue 2. More detailed data than from simple Think Aloud 	<ol style="list-style-type: none"> 1. Time consuming 2. The users' prior experience with other systems may bias their use of the one being evaluated
Focus Groups	<ol style="list-style-type: none"> 1. Simple to administer 2. Users may raise issues not already thought about 	<ol style="list-style-type: none"> 1. The discussion may wander onto irrelevant topics 2. Participants may feel peer pressure to say things they otherwise wouldn't
Interviews	<ol style="list-style-type: none"> 1. Flexible: questions can be asked in response to users' responses 2. The personal approach means participants may be willing to say more than they might write 	<ol style="list-style-type: none"> 1. Need to prepare really good questions 2. Time consuming
Questionnaires	<ol style="list-style-type: none"> 1. High generality because it is possible to get high user coverage 2. Can get a lot of information at once 	<ol style="list-style-type: none"> 1. Takes a lot of preparation to make sure the questions are clear and unambiguous 2. Typically a low response rate because of the impersonal approach