

Assignment: Usability Study Plan
Study Plan Due November 15, 2007
Raw Data Due November 27, 2007

CS 160, Fall 2007

Overview

Design a usability study plan, including what tasks you will ask users to accomplish, what measures you plan to record, how you plan to record the data, and what users will run through the study. You will also need to turn in a copy of the raw data you have collected 12 days later.

Requirements

- Decide on appropriate method(s) to meaningfully evaluate application
- List usage metrics (at least 3) you would want to track *over long-term deployment*, with brief explanation of how that metric would be meaningful. We realize you would not be able to collect such data within this course, but you should think about what metrics would be useful in validating or improving your design. Also take into account how to collect this information, either through metrics provided by the facebook API or your ability to program in the data collection into your application.
- Any interactive study should be conducted in a way that you have one facilitator and one observer/data recorder
 - Each group member must directly participate in the user study (either as facilitator or observer/data recorder)
 - The number of users you observe must be at least the number of members in your group.
- Any recorded data must include executed informed consent form
- Study plan is due November 15th. We want you to think about how you will be evaluating your project while you are still finishing up the implementation
- We are asking you to turn in raw data collected from your usability study by November 27th. We want you to have enough time to analyze the data and reflect on the whole project for your final report and presentation the following week.
- Plan ahead for the Thanksgiving holiday! You may need to collect data before the holiday, OR collect data from friends that you will be visiting over the holiday

Report Guideline—Usability Study Plan (Due November 15)

- Introduction
 - What tasks or activities you plan to observe
 - Explain how studying these activities would help you validate or improve your design
- Methodology
 - What method(s) you will use to observe the activities
 - What data you plan to collect in observing the activities
 - How many users, how will you collect the data, study plan

- Long-term deployment metrics
 - List 3 usage metrics that you would like to track over a long-term deployment of the application. Briefly explain how those metrics would help you understand how the application is being used and how it could help improve future development and how they would be collected.
- Appendix
 - Informed consent form (if needed)

Report Guideline—Raw Data (Due November 27)

- Simply turn in a copy of the raw data you have collected. This could be numbers, notes from observations, whatever data you collected from the number of users you planned to collect it from.

Grading Criteria

- Appropriateness of methods—are the methods you are choosing appropriate for understanding the usability of the application and identifying revisions to the design
- Usability study plan—logical methodology, appropriate expectations of the participants' involvement, achievable within class time frame.
- Long-term deployment metrics—are these the most appropriate indicators for understanding how the application is being used and identifying future improvements?