







PA198 **Augmented Reality Interfaces**

Lecture 9

Evaluating Augmented Reality Interfaces

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Introduction



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Evaluating User Interfaces

- Assess effect of interface on user performance and satisfaction
- · Identify specific usability problems
- · Evaluate users' access to functionality of system
- Compare alternative systems/designs





Major Parameters

- The major parameters in the user interface evaluation activities are:
 - Stage of the design
 - Inspection methods vs. usability testing
 - Formative vs. summative



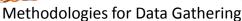


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Influence of the Parameters

- These parameters influence:
 - How the design is represented to evaluators
 - Documents/deliverables required
 - Need for resources (personnel, equipment, lab)
 - Methodology
 - For data gathering
 - · For analysis of results





- · Structured inspection
- Interviews
- · Focus groups
- Questionnaires
- · Field studies
- · Controlled Experiments
 - Quantitative metrics
 - Thinking aloud, cooperative evaluation



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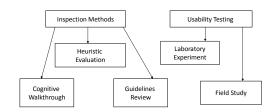


Evaluating User Interface Designs

- · Stage of the design process
 - Early design (prototype)
 - Intermediate
 - Full design
 - After deployment
- Evaluation should be done throughout the usability life cycle – not just at the end
 - Called iterative design
- Different evaluation methods appropriate at different stages of the cycle



Evaluating User Interface Designs.



HCI



Formative vs. Summative Evaluation

- Formative evaluation
- Identify usability problems
 - Qualitative measures
 - Ethnographic methods
- Summative evaluation
 - Measure/compare user performance
 - · Quantitative measures
 - Statistical methods



Participatory or User-centered Design

- · Users are active members of the design team
- Characteristics
 - Context and task oriented rather than system oriented
 - Collaborative
 - Iterative
- Methods
 - Brain-storming ("focus groups")
 - Storyboarding
 - Workshops
 - Pencil and paper exercises





Cognitive Walkthrough

- Evaluates design on how well it supports user in learning task
- Usually performed by expert in cognitive psychology
- Expert `walks though' design to identify potential problems using psychological principles
- · Scenarios may be used to guide analysis



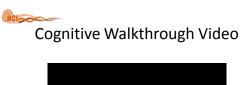
HCI





- For each task, walkthrough considers:
 - What impact will interaction have on user?
 - What cognitive processes are required?
 - What learning problems may occur?
- Analysis focuses on users goals and knowledge
 - Does the design lead the user to generate the correct goals?

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Heuristic Evaluation



- Design examined by experts to see if these are violated
- · Example heuristics
 - System behavior is consistent
 - Feedback is provided
- · Heuristic evaluation debugs design

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Heuristic Evaluation Video

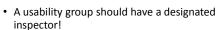


ttps://www.youtube.com/watch?v=lkbBc4aF5FA



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Guidelines Inspection



- Written guidelines recommended for larger projects:
 - Screen layout
 - Appearance of objects
 - Terminology
 - Wording of prompts and error messages
 - Menu's
 - Direct manipulation actions and feedback
 - On-line help and other documentation









What is a Usability Experiment?

- · Usability testing in a controlled environment
 - There is a test set of users
 - They perform pre-specified tasks
 - Data is collected (quantitative and qualitative)
 - Take mean and/or median value of measured attributes
 - Compare to goal or another system
- Contrasted with <u>expert review</u> and <u>field study</u> evaluation methodologies
- Note the growth of usability groups and usability laboratories

Usability Experiment

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Experimental Factors.



- Representative
- Sufficient sample
- Variables
 - Independent variable (IV)
 - Characteristic changed to produce different conditions

Experimental Factors

- i.e. Interface style, number of menu items
- Dependent variable (DV)
 - · Characteristics measured in the experiment
 - i.e. Time to perform task, number of errors

- Hypothesis
 - Prediction of outcome framed in terms of IV and DV
 - Null hypothesis: states no difference between conditions and the aim is to disprove this
- Experimental design
 - Within groups design
 - Between groups design



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Within Groups Design

- · Each subject performs experiment under each condition
- Advantages
 - Fewer subjects needed
 - Less likely to suffer from user variation
- Disadvantages
 - Transfer of learning possible



Between Groups Design

- · Each subject performs under only one condition
- Advantages
 - No transfer of learning
- Disadvantages
 - More subjects required (therefore more costly)
 - User variation can bias results







How Many Test Users?

- Problems-found (i) = N (1 (1 I)i)
 - i = number of test users
 - N = number of existing problems
 - -I = probability of finding a single problem with a single user



Data Collection Techniques

- · Paper and pencil
 - Cheap, limited to writing speed
- Audio
 - Good for think aloud, difficult to match with other protocols
- Video
 - Accurate and realistic, needs special equipment, obtrusive
- Computer logging
 - Automatic and unobtrusive
 - Large amounts of data difficult to analyze





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Data Collection Techniques.

- User notebooks
 - Coarse and subjective, useful insights
 - Good for longitudinal studies
- · Brain logging
 - More difficult technique



Summative Evaluation

- What to measure?
 - Total task time
 - User "think time" (dead time??)
 - Time spent not moving toward goal
 - Ratio of successful actions/errors
 - Commands used/not used
 - Frequency of user expression of:
 - Confusion, frustration, satisfaction
 - Frequency of reference to manuals/help system
 - Percent of time such reference provided the needed



Measuring User Performance

- Measuring learnability
 - Time to complete a set of tasks by novice
 - Learnability/efficiency trade-off
- Measuring efficiency
 - Time to complete a set of tasks by expert
- How to define and locate 'experienced' users
- Measuring memorability
 - The most difficult, since 'casual' users are hard to find for experiments
 - Memory quizzes may be misleading



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Measuring User Performance.

- Measuring user satisfaction
 - Likert scale (agree or disagree)
 - Semantic differential scale
 - Physiological measure of stress
 - EEG measures
- · Measuring errors
 - Classification of minor vs. serious
 - Removing noise







Reliability and Validity

- · Reliability means repeatability
 - Statistical significance is a measure of reliability
 - Difficult to achieve because of high variability in individual user performance
- · Validity means will the results transfer into a real-life situation
 - Depends on matching the users, task, environment
 - Difficult to achieve because real-world users, environment and tasks difficult to duplicate in laboratory



Formative Evaluation



- · What is a Usability Problem?
 - Unclear
 - The planned method for using the system is not readily understood or remembered (task, mechanism, visual)
 - Error-prone
 - The design leads users to stray from the correct operation of the system (task, mechanism, visual)



Formative Evaluation.

- What is a Usability Problem?
 - Mechanism overhead
 - The mechanism design creates awkward work flow patterns that slow down or distract users
 - Environment clash
 - The design of the system does not fit well with the users' overall work processes (task, mechanism, visual)
 - i.e. Incomplete transaction cannot be saved



Formative vs Summative





https://www.youtube.com/watch?v=bTGnJnuVNti





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Qualitative Methods for Collecting Usability Problems



- Thinking aloud method and related alternatives:
 - Constructive interaction, coaching method, retrospective walkthrough
- Output: Notes on what users did and expressed:
 - Goals, confusions or misunderstandings, errors, reactions expressed
- Questionnaires
 - Focus groups, interviews





Observational Methods - Think Aloud

- User observed performing task
 - User asked to describe what he is doing and why, what he thinks is happening etc.
- Advantages
 - Simplicity requires little expertise
 - Can provide useful insight
 - Can show how system is actually use
- Disadvantages
 - Subjective
 - Difficult to conduct
 - Act of describing may alter task performance

Observational Methods - Cooperative (evaluation

- · Variation on think aloud
- User collaborates in evaluation
- Both user and evaluator can ask each other questions throughout
- · Additional advantages
 - Less constrained and easier to use
 - User is encouraged to criticize system
 - Clarification possible





Observational Methods

- · Post task walkthrough
 - User reacts on action after the event
 - Used to fill in intention
- Advantages
 - Analyst has time to focus on relevant incidents
 - Avoid excessive interruption of task
- Disadvantages
 - Lack of freshness
 - May be post-hoc interpretation of events



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Query Techniques - Interviews

- · Analyst questions user on one to one basis
- · Usually based on prepared questions
- Informal, subjective and relatively cheap
- Advantages
 - Can be varied to suit context
 - Issues can be explored more fully
 - Can elicit user views and identify unanticipated problems
- Disadvantages
 - Very subjective
 - Time consuming





Query Techniques - Questionnaires

- Set of fixed questions given to users
- Advantages
 - Quick and reaches large user group
 - Can be analyzed quantitatively
- Disadvantages
 - Less flexible
 - Less probing





Query Techniques - Questionnaires .

- · Need careful design
 - What information is required?
 - How are answers to be analyzed?
- · Should be pilot tested for usability!
- · Styles of question
 - General
 - Open-ended
 - Scalar
 - Multi-choice
 - Ranked



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Laboratory studies: Pros and Cons

- · Advantages:
 - Specialist equipment available
 - Uninterrupted environment
- Disadvantages:
 - Lack of context
 - Difficult to observe several users cooperating
- Appropriate
 - If actual system location is dangerous or impractical for to allow controlled manipulation of use









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Conducting A **Usability Experiment**

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Main Steps

- The planning phase
- The execution phase
- · Data collection techniques
- · Data analysis





The Planning Phase

- · Who, what, where, when and how much?
 - Who are test users, and how will they be recruited?
 - Who are the experimenters?
 - When, where, and how long will the test take?
 - What equipment/software is needed?
 - How much will the experiment cost?
 - Outline of test protocol





Outline of Test Protocol

- · What tasks?
- · Criteria for completion?
- User aids
- · What will users be asked to do - i.e. Thinking aloud studies
- Interaction with experimenter
- · What data will be collected?



Designing Test Tasks



- Tasks:
 - Are representative
 - Cover most important parts of UI
 - Don't take too long to complete
 - Goal or result oriented (possibly with scenario)
- · Tips:
 - First task should build confidence
 - Last task should create a sense of accomplishment





Detailed Test Protocol

- All materials to be given to users as part of the test, including detailed description of the tasks
- · Deliverables from detailed test protocol
 - What test tasks? (written task sheets)
 - What user aids? (written manual)
 - What data collected? (include questionnaire)
 - How will results be analyzed/evaluated? (sample tables/charts)
- Then do a pilot with a few users







Pilot Studies

- · A small trial run of the main study
 - Can identify majority of issues with interface design
- · Pilot studies check:
 - That the evaluation plan is viable
 - You can conduct the procedure
 - That interview scripts, questionnaires, experiments, etc. work appropriately
- Iron out problems before doing the main study

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The Execution Phase

- · Prepare environment, materials, software
- Introduction should include:
 - Purpose (evaluating software)
 - Voluntary and confidential
 - Explain all procedures
 - · i.e. Recording, question-handling
 - Invite questions
- · During experiment
 - Give user written task description(s), one at a time only one experimenter should talk
- De-briefing



Ethics of Human Experimentation

- Users feel exposed using unfamiliar tools and making errors
- Guidelines:
 - Re-assure that individual results not revealed
 - Re-assure that user can stop any time
 - Provide comfortable environment
 - Don't laugh or refer to users as subjects or guinea pigs
 - Don't volunteer help, but don't allow user to struggle too long
 - In de-briefing
 - · Answer all questions
 - · Reveal any deception
 - · Thanks for helping





Data Collection

- Pad and paper the only absolutely necessary data collection tool!
- Observation areas (for other experimenters, developers, customer reps, etc.) - should be shown to users
- Videotape (may be overrated) users must sign a release
- · Video display capture
- · Portable usability labs
- · Usability kiosks



Data Analysis

- · Before you start to do any statistics:
 - Look at data
 - Save original data
- Choice of statistical technique depends on
 - Type of data
 - Information required
- · Type of data
 - Discrete finite number of values
 - Continuous any value





Statistics

- The mean time to perform a task (or mean no. of errors or other event type)
- Measures of variance standard deviation
- · For a normal distribution:
 - 1 standard deviation covers ~ 2/3 of the cases
 - In usability studies:
 - Expert time SD ~ 33% of mean
 - Novice time SD ~ 46% of mean
 - Error rate SD \sim 59% of mean





Statistics.

- Confidence intervals (the smaller the better)
 - The "true mean" is within N of the observed
 - Mean, with confidence level (probability) .95
- Since confidence interval gets smaller as the number of users grow:
 - How many test users required to get a given
 - Confidence interval and confidence level



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Testing Usability in the Field

- · Direct observation in actual use
 - Discover new uses
 - Take notes, don't help, chat later
- · Logging actual use
 - Objective, not intrusive
 - Great for identifying errors
 - Which features are/are not used
 - Privacy concerns
- · Bulletin boards and user groups



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Testing Usability in the Field.

- · Questionnaires and interviews with real users
 - Ask users to recall critical incidents
 - Questionnaires must be short and easy to return
- Focus groups
 - 6-9 users
 - Skilled moderator with pre-planned script
 - Computer conferencing
 - Virtual environments
- · On-line direct feedback mechanisms
 - Initiated by users
 - May signal change in user needs
 - Trust but verify



Field Studies: Pros and Cons

- · Advantages:
 - Natural environment
 - Context retained (though observation may alter it)
 - Longitudinal studies possible
- Disadvantages:
 - Distractions
 - Noise
- · Appropriate:
- For beta testing
 - Where context is crucial for longitudinal studies





HCISO

Choosing an Evaluation Method

- · When in process
 - Design vs. implementation
- · Style of evaluation
 - Laboratory vs. field
- How objective
 - Subjective vs. objective
- · Type of measures
 - Qualitative vs. quantitative



Choosing an Evaluation Method.

- · Level of information
 - High level vs. low level
- · Level of interference
 - Obtrusive vs. unobtrusive
- · Resources available
 - Time
 - Subjects
 - Equipment
 - Expertise





Subjects

- The choice of subjects is critical to the validity of the results of an experiment
 - Subjects group should be representative of the expected user population
- In selecting the subjects it is important to consider things such as their
 - Age group, education, skills, culture
 - How does the sample influence the results?
- Report the selection criteria and give relevant demographic information in your publication

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Subjects.

- How many participants depends on how big is the effect you want to measure?
 - Large effects can be detected with smaller samples
 - i.e. Small n needed to discriminate speed between turtles and a rabbits
 - The more participants the "smoother" the data
 - Central Limit Theorem as n increases (n>30) the sample mean approaches a normal distribution
 - Extreme data has less influence (e.g. one sleepy participants does not mess up the results that much)
- · For quantitative analysis:
 - Min 15-20 or more per group/cell

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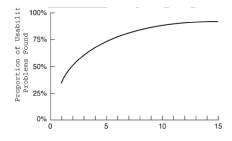
Experimental Measures



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Evaluators & Problems



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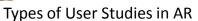
Evaluate AR Apps



Why Evaluate AR Applications

- To test and compare interfaces, new technologies, interaction techniques
- · Test Usability
 - Learnability, efficiency, satisfaction,...
- · Get user feedback
- · Refine interface design
- · Better understand your end users







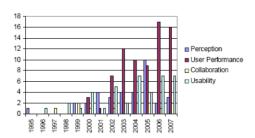
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- Perception
- User Performance
- Collaboration
- · Usability of Complete Systems
- · Brain Analysis

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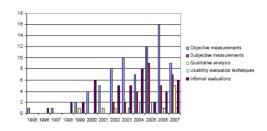
Types of AR User Studies



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Types of Experimental Measures Used



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Typical Hardware

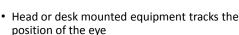
- · Eye Tracking
- HMDs
- · Physiological devices



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Eye Tracking



- Eye movement reflects the amount of cognitive processing a display requires
- Measurements include
 - Fixations: eye maintains stable position. Number and duration indicate level of difficulty with display
 - Saccades: rapid eye movement from one point of interest to another
 - Scan paths: moving straight to a target with a short fixation at the target is optimal



Physiological Measurements

- · Emotional response linked to physical changes
 - May help determine a user's reaction to an interface
- · Measurements include:
 - heart activity, including blood pressure, volume and pulse
 - activity of sweat glands: Galvanic Skin Response (GSR)
 - electrical activity in muscle: electromyogram (EMG)
 - electrical activity in brain: electroencephalogram (EEG)
- Some difficulty in interpreting these physiological responses
 - More research needed



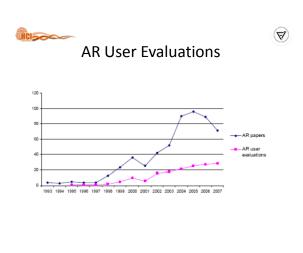
Survey of AR Papers

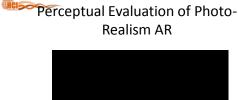
- Edward Swan (2005)
 - Surveyed major conference/journals (1992-2004)
 - Presence, ISMAR, ISWC, IEEE VR
- Summary
 - 1104 total papers
 - 266 AR papers
 - 38 AR HCI papers (Interaction)
 - 21 AR user studies
- Only 21 from 266 AR papers had a formal user study
 - Less than 8% of all AR papers

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User Experiences with AR Mobile Navigation



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Some Questionnaires

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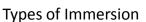
Immersion

 In a virtual environment (VE), Immersion, defined in technical terms, is capable of producing a sensation of Presence, the sensation of being there (part of the VE), as regards the user (Ijsselsteijn & Riva, 2003)



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HCI





- Tactical immersion
 - Tactical immersion is experienced when performing tactile operations that involve skill
 - Players feel "in the zone" while perfecting actions that result in success
- · Strategic immersion
 - Strategic immersion is more cerebral, and is associated with mental challenge
 - Chess players experience strategic immersion when choosing a correct solution among a broad array of possibilities
- · Narrative immersion
 - Narrative immersion occurs when players become invested in a story, and is similar to what is experienced while reading a book or watching a movie

https://en.wikipedia.org/wiki/Immersion (virtual reality

ljsselstein, W., Riva, G. Being there: the experience of presence in mediated environments. In Being There: Concepts, effects and measurement of user presence in synthetic environments. G. Riva, F. Davide, W.A Usselsteijn (Eds.) los Press, Amsterdam, The Netherlands, 1-14, 2003



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Presence

· Presence can be defined as a special case of situation awareness, in which self-orientation and self-location are defined with respect to a media environment, not the real environment **Immersion Requirements**

- A wide field of view (80 degrees or better)
- Adequate resolution (1080p or better)
- Low pixel persistence (3 ms or less)
- A high enough refresh rate (>60 Hz, 95 Hz is enough but less may be adequate)
- Global display where all pixels are illuminated simultaneously (rolling display may work with eye tracking)
- Optics (at most two lenses per eye with trade-offs, ideal optics not practical using current technology)
- Optical calibration
- Rock-solid tracking translation with millimeter accuracy or better orientation with quarter degree accuracy or better, and volume of 1.5 meter or more on a side
- Low latency (20 ms motion to last photon, 25 ms may be good enough)

elstein, W., Riva, G. Being there: the experience of presence in mediated environments. In Being There: Concepts, effects and meas ser presence in synthetic environments. G. Riva, F. Davide, W.A Usselsteijn (Eds.) los Press, Amsterdam, The Netherlands, 1-14, 2003



Immersive Virtual Reality



· Direct interaction of the nervous system

- The most considered method would be to induce the sensations that made up the virtual reality in the nervous system directly
- In functionalism/conventional biology we interact with consensus reality through the nervous system
- Thus we receive all input from all the senses as nerve impulses
- It gives your neurons a feeling of heightened sensation

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VR Immersion Requirements



- · Understanding of the nervous system
 - A comprehensive understanding of which nerve impulses correspond to which sensations, and which motor impulses correspond to which muscle contractions will be required
- · Ability to manipulate central nervous system (CNS)
 - Manipulation could occur at any stage of the nervous system the spinal cord is likely to be simplest; as all nerves pass through here, this could be the only site of manipulation.
- Computer hardware/software to process inputs/outputs
 - A very powerful computer would be necessary for processing virtual reality complex enough to be nearly indistinguishable from consensus reality and interacting with central nervous system fast enough







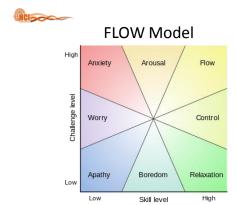
Presence Questionnaire

http://w3.uqo.ca/cyberpsy/docs/gaires/pres/PQ_va.pdf

FLOW

- · In positive psychology, FLOW (also known as the zone), is the mental state of operation in which a person performing an activity is fully immersed in a feeling of energized focus, full involvement, and enjoyment in the process of the activity
 - Characterized by complete absorption in what one does
 - Named by Mihály Csíkszentmihályi, the concept has been widely referenced across a variety of fields (and has an especially big recognition in occupational therapy), though the concept has existed for thousands of years under other guises, notably in some Eastern religions

https://en.wikipedia.org/wiki/Flow (psychology)





FLOW Conditions

- One must be involved in an activity with a clear set of goals and progress
- · The task at hand must have clear and immediate feedback
 - This helps the person negotiate any changing demands and allows them to adjust their performance to maintain the flow state
- · One must have a good balance between the perceived challenges of the task at hand and their own perceived skills
 - One must have confidence in one's ability to complete the task at hand



FLOW Example

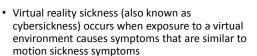
• Development and validation of a scale to measure optimal experience: the FLOW state scale



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Virtual Reality Sickness



- The most common symptoms are general discomfort, headache, stomach awareness, nausea, vomiting, pallor, sweating, fatigue, drowsiness, disorientation, and apathy
- Other symptoms include postural instability and retching



Virtual Reality Sickness.

- · Virtual reality sickness is different from motion sickness in that it can be caused by the visually-induced perception of self-motion; real self-motion is not needed
- · It is also different from simulator sickness
 - Non-virtual reality simulator sickness tends to be characterized by oculomotor disturbances
 - Virtual reality sickness tends to be characterized by disorientation



Simulator Sickness

- · Simulator sickness is a subset of motion sickness that is typically experienced by pilots who undergo training for extended periods of time in flight simulators
- It is similar to motion sickness in many ways, but occurs in simulated environments and can be induced without actual motion
- Symptoms of simulator sickness include discomfort, apathy, drowsiness, disorientation, fatigue, vomiting, and many more

https://en.wikipedia.org/wiki/Virtual_reality_sickness





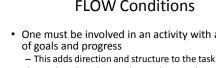








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http://w3.uon.ca/ouhamou/docs/paires/son/SSO.ua.ph



Conclusions

- Very extensive field
- Not easy to select the best approach
- Biggest problems:
 - Understand the problem
 - Get a large sample
 - Analyse the data properly
- Still AR is not properly explored
 - Need for more research









