

# **HUMAN COMPUTER INTERACTION**

# **PART 5**

# **EVALUATION**

**WHY SHOULD  
WE TEST?**

## Estimates of relative cost per re-work

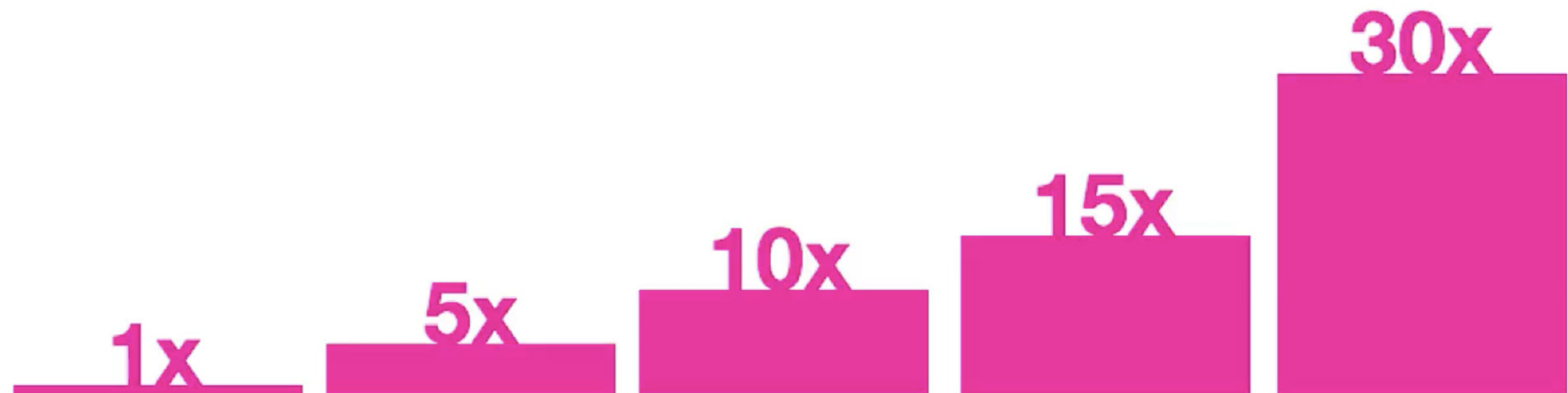
Design and  
architecture

Implementation

Integration test

Customer  
beta test

Post product  
release



**NOT GUIDED**

# **A/B TESTING**

  
50 % visitors  
see variation A



Variation A



**23%**  
conversion

  
50 % visitors  
see variation B



Variation B



**11%**  
conversion

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Create beautiful landing pages, measure your conversions, and continuously improve your message over time.

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#### What can you do with Performable?

- Make more money from your ad traffic**  
Don't send your ad traffic to a website where fewer people find them in a targeted landing page instead.
- Sell more product using targeted video pages**  
Adding a video to your landing page can increase engagement & sales. Simply drag them in with Performable.
- Acquire more business leads**  
By testing and optimizing your lead acquisition forms, you'll gain more customers each time.
- Optimize your Google Adwords campaigns**  
You're probably optimizing your ad copy, with Performable you can really optimize your landing pages as well.
- Get more subscribers to your newsletter**  
Create a great newsletter sign-up page by testing and different variations to find out what works best.
- Improve your web site contact form**  
Increase the number of people who inquire about your business by optimizing your contact forms.

[Get Started Now!](#)

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# CONTROL

The 'CONTROL' design features a large central banner with the text 'BE THERE IN TAMPA' and 'GOP NATIONAL CONVENTION' over a crowd background. Below the banner, the text 'ENTER TODAY FOR YOUR CHANCE TO WIN.' is centered, with a 'LEARN MORE' button. The bottom navigation bar contains four items: 'Meet MITT' with a 'LEARN MORE' button, 'LEARN the TRUTH' with a 'GO' button, 'ROMNEY-RYAN TAXES' with a 'GO' button, and 'GET CAMPAIGN UPDATES' with a sign-up form and a 'SIGN UP' button.

# STATIC IMAGE WITH FORM

The 'STATIC IMAGE WITH FORM' design features a large central banner with the text 'BE THERE IN TAMPA' and 'GOP NATIONAL CONVENTION' over a crowd background. To the right of the banner, the text 'ENTER TODAY FOR YOUR CHANCE TO WIN' is positioned above a sign-up form with an email field, a 'zip' field, and an 'ENTER' button. The bottom navigation bar contains four items: 'Meet MITT' with a 'LEARN MORE' button, 'LEARN the TRUTH' with a 'GO' button, 'ROMNEY-RYAN TAXES' with a 'GO' button, and 'The ROMNEY PLAN' with a 'LEARN MORE' button.

↑ +632%

# EYE TRACKING



Media: Diapers-01.jpg  
Time: 00:00:00.000 - 00:00:06.033  
Participant filter: All



21.75 secs



## Extra gentle for the most sensitive skin.

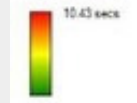
Sensitive skin. Add the chemicals and moisture of a diaper and you have diaper rash.

Baby Wipes' unique high-absorbency natural-blend cotton padding provides cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at [www.baby.com](http://www.baby.com)

Participant filter: All



10.43 secs



## Extra gentle for the most sensitive skin.

Sensitive skin. Add the chemicals and moisture of a diaper and you have diaper rash.

Baby Wipes' unique high-absorbency natural-blend cotton padding provides cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at [www.baby.com](http://www.baby.com)



# **MOUSE TRACKING**



The New York Times  
Friday, February 12, 2010

ARTS & LEISURE PREVIEW  
**Polanski's Visions of Victimhood**  
By DENNIS LIM  
144 minutes ago  
"The Ghost Writer" opens this week, and, not for the first time in Roman Polanski's career, the movie itself is likely to be overshadowed by the man who made it.

MOVIE REVIEWS +  
**Howl at the Moon**  
Two jewels in  
"The Wolfman."

MARKETS

Susan Orlean  
Oh, right, a hugger just came ( )

Steve Case  
The Art of  
/bit.ly  
Interview wi

Susan Orlean  
I had the ve  
the NYC "C  
My mom  
would take st

Hilary Mass  
Bernie vs  
vs Man

Jennifer B.  
I think these  
boxes of Ne  
giveaway at  
post.ly/NAC

Matt Jones  
Hertzian Tai  
www.youtu  
v/4pXWGr8

NYTC Co.  
Wait, there's  
http://nyc  
Snowboard  
nyc.ms/tri  
blogging fo  
edBack /cv

Berahunde



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11/11/2010 L. TRINITY ADVISE SI dans l'annuaire en ligne des entreprises sur www.entreprises.info : conseils et services internet, marketing internet, ...  
ebusiness.info/guide.php?societe=17493 - En cache



**EEG & OTHER**





**ONLINE**

**GUIDED**

**WHAT DO I NEED?**

**hypothesis — think hard!**

**respondents — screening, varied**

**prototype**

**place and equipment — think about guerilla**

**HOW DO WE RECORD  
THE PROCESS?**



**tables**

**video**

**text**

**mouse/eye tracking**

**know — participant, time, what happened, severity of the problem, ideas to solve the problem**

**it's good to work in pair**

**severity of the problem — blocker, serious, other**

**NOW!**

<https://youtu.be/kXuWXw-rbFU?t=51m18s>

**find two websites that you think you are the only one  
in this rooms who knows it**

**think of two tasks that respondents will have to solve  
speeddate!**

**HOMework**

**improve your prototypes**

**in two weeks you'll present prototypes to classmates  
and you'll get points**