

HUMAN COMPUTER INTERACTION

PART 5

EVALUATION

**WHY SHOULD
WE TEST?**

Estimates of relative cost per re-work

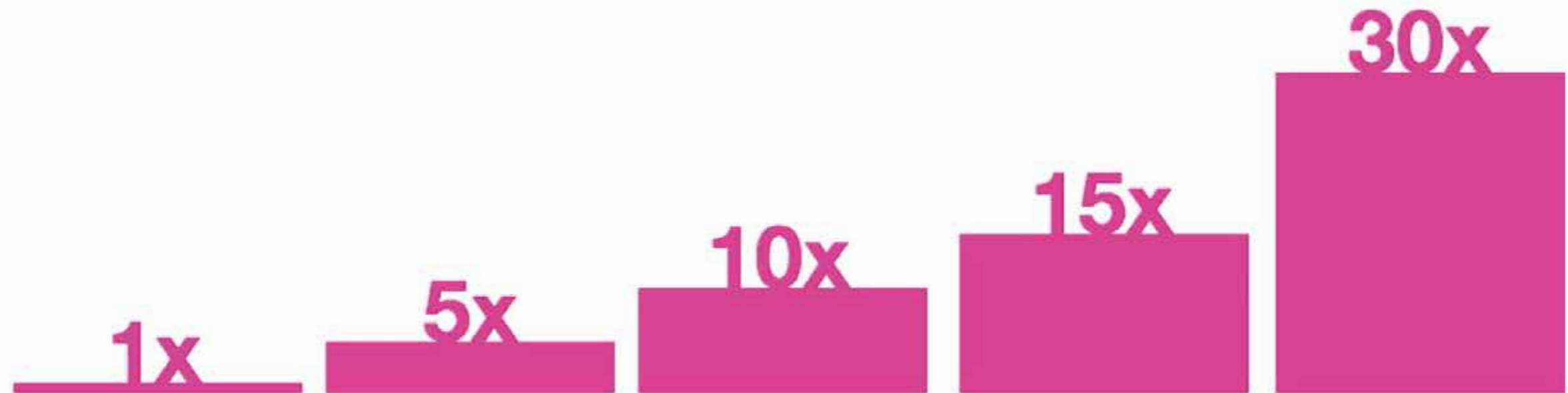
Design and
architecture

Implementation

Integration test

Customer
beta test

Post product
release



WHEN DO WE TEST?

HOW DO WE TEST?

<https://100metod.cz/>

NOT GUIDED

EXPERT REVIEW

<https://blog.prototypr.io/10-usability-heuristics-with-examples-4a81ada920c>

<https://medium.com/@erangatl/10-usability-heuristics-explained-caa5903faba2>

A/B TESTING



Variation A



23%
conversion



Variation B



11%
conversion

Stop closing the door on potential customers. Get your message right with Performable.

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

[Get Started Now!](#)



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. Create video pages in with Performable.
- Acquire more business leads**
By testing and optimizing your lead acquisition forms, you'll gain more customers over 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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Increase the number of people who inquire about your business by optimizing your contact forms.

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All cakes now at 30% off in store and online.



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Shop Now

CONTROL

The 'CONTROL' design features a dark background with a large crowd of people. The main headline reads 'BE THERE IN TAMPA' with 'GOP NATIONAL CONVENTION' underneath. Below this, it says 'ENTER TODAY FOR YOUR CHANCE TO WIN.' and includes a 'LEARN MORE' button. The navigation bar at the top includes links for 'About', 'Issues', 'States', 'Communities', 'News', 'Videos', 'Get Involved', and 'Shop', along with a 'DONATE' button. A secondary navigation bar below the main header says 'Americans deserve more jobs and more take-home pay.' and 'Read Mitt's Plan >'. At the bottom, there are four promotional tiles: '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' button.

STATIC IMAGE WITH FORM

The 'STATIC IMAGE WITH FORM' design is identical to the 'CONTROL' design but includes a registration form on the right side of the main banner. The form is titled 'ENTER TODAY FOR YOUR CHANCE TO WIN' and contains an email input field with the placeholder 'k17e@myromneyranch.com', a 'GO!' button, and an 'ENTER' button. The rest of the page layout, including the navigation and bottom promotional tiles, remains the same as in the 'CONTROL' design.

↑ +632%

MOUSE TRACKING

The New York Times
Friday, February 12, 2010

with a [column review](#)
Pulitzer's Victim of Victimhood
By [Clyde Haberman](#) and [Michael Levenson](#)
"The Ghost of the Past" opens this week, and, set for the first time in Roman Polanski's career, the movie itself is likely to be reviewed favorably by the man who made it.

MOVIE REVIEWS —
Top of the Heap
Two movies in "The Wolfman."

MARKETS

Susan Orlean
Oh, right, we
hugger, just
come [link]

Steve Lise
The Art of
[link]
[link]

Susan Orlean
I had one of
the best "T
[link]
[link]

Nitary Mass
[link]
[link]

Jennifer B.
I think these
boxes of [link]
[link]

Matt Jones
Herzian Ta
[link]
[link]

NYTC Co.
But, there's
[link]
[link]
[link]
[link]
[link]
[link]



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- Pays : France
- Pages en langue étrangère traduites
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trinity-advise.com/ - En cache

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Trinity Advise conseil e-business clients sur le pilotage de la performance ...
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www.e-marketing.com/trinityadvise/ - En cache

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TRINITY ADVISE - CONSEIL E-BUSINESS - E-MARKETING ... Trinity Advise - Corporate page a montré les infos suivantes: Téléphone, Site web et Adresse ...
fr-fr.facebook.com/trinityadvise/?id=1711644542638 - En cache

[TRINITY ADVISE SI - Conseil - SERVICES - Annuaire entreprises sur ...](#)

TRINITY ADVISE SI dans l'annuaire en ligne des entreprises sur ...
www.annuaire.info/conseils-et-services-internet,marketing-internet, ...
si/trinityadvise.php?id=17493 - En cache

EYE TRACKING

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



Extra gentle for the most sensitive skin.

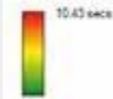
Sensitive skin needs extra care. Add the chemicals and moisture from a diaper can irritate your baby's skin and cause diaper rash.

Baby's skin is delicate. Our unique high-absorbency natural-blend cotton blend 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

Participant filter: All



Extra gentle for the most sensitive skin.

Sensitive skin needs extra care. Add the chemicals and moisture from a diaper can irritate your baby's skin and cause diaper rash.

Baby's skin is delicate. Our unique high-absorbency natural-blend cotton blend 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



Less attention



More attention

ONLINE

GUIDED

USER TESTING

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**