Low-fi Prototyping & Pilot Usability Testing (Group)

Due: Tuesday, May 12, 2015 (initial low-fi prototype & 1 user test)
Thursday, May 14, 2015 (final low-fi prototype & 3 tests in class)

Overview

The goal of this assignment is to learn how to use low-fi prototyping in the early stages of UI design. You will first build a low-fi prototype and then perform a simple usability test. You will incorporate the results of the test into design changes in your medium-fi prototype for the *next assignment.*

Requirements

Solution Ideas. Now that you have had a chance to work with your teammates and develop a solid Point of View and Solution Frame, now it is time to brainstorm on solutions that will be appropriate. Brainstorm using the techniques we've used in class to generate 15-30 ideas for solutions. Use a voting scheme to pick the top 5 ideas and then evaluate them using the Pain, Frequency, Density, and Interest matrix. Pick the best one and create a low-fidelity prototype.

Tasks & Scenarios. Define 3-5 key tasks that users will want to accomplish using your solution. Remember that tasks should be complete things people want to accomplish, not features of your product (e.g., the phone banking example we gave in class: "make sure I have enough money in my checking account to pay the rent"). Your low-fi test will evaluate the **three (3) or more** tasks that you develop here.

Low-fi Prototype. Design and construct your low-fidelity prototype. Use the techniques described in the Snyder chapter as a guideline. Your low-fi prototype will be made on **paper** (if you'd like to use POP on iPhone or Balsamiq on the web that is fine if these tools are appropriate to your project).

Testing. You will find *at* ***least three (3) participants*** to work through your tasks. You should not use friends or class members. Nor should you use people who have been exposed to your project. The type of people you use should be based on your contextual inquiry and other need finding. Remember it must be voluntary. Have participants sign a consent form ensuring confidentiality (see an example at http://hci.stanford.edu/courses/cs147/2014/au/assignments/consent-form.html).

Testing Procedure

Have one of your teammates demo the system to show the participant how they would interact with a paper prototype. **Do not show** your participants how to perform your tasks. Show how the system works in general and give an example of something specific that is different enough from your tasks.

You should **write up a script of your demo** and follow the same script with each participant. The participant will then be given task directions for the first task that tells them **what they are trying** to achieve, **not how to do it**. When they are finished, you will give them the directions for the next task and so on. Keep each task on a **separate card or sheet of paper**.

During the experiment, you should **make a log of critical incidents** (both positive and negative events). For example, the user might make a mistake or they might see something they like and say, "cool." Write it down along with a description of what was going on. Each participant will perform all 3 tasks. Keep the data separate for each task and participant. Keep participant names confidential in logs (use the "participant number" from the consent form in data).

Deliverables

All members of your team will present your project in class during a ten-minute presentation. See the grading guidelines for information on how to structure your talk. Practice in advance! We will be strict on time this week. You must **make the slides available for download on your Google drive**. Look at the final presentations from a UW version of this class in 2013 to see what good slides look like.

Presentation Guidelines

The presentation grading will be broken into two components: the presentation grade and a content grade based on the study results & initial design ideas. Note that you should use images liberally and try to keep the text on the slides brief (and use large fonts – **no less than 20 pt anywhere**).

Presentation grades

- Covered Organization
  - ___ Team name & members name (1 slide)
  - ___ Overview of talk (1 slide) – don't read this, ***tell it like a story***
  - ___ 3 representative tasks (3 slides)
  - ___ Lo-fi prototype structure (1 slide – mainly images – show all the pieces)
  - ___ 3 scenarios shown carrying out each task w/ lo-fi (1 slide + animation/task)
  - ___ Experimental method (1 slide)
  - ___ Experimental results (1-3 slide) (w/ images to describe)
  - ___ Suggested prototype/interface changes (1-3 slides)
  - ___ Summary of talk (1 slide)
- Presentation Style
  - ___ Ensure that the slides show appropriate preparation, and that visual aids are effective, properly prepared, and properly employed. Make sure that people at the back of the room can read your slides (use large fonts & lots of images).
  - ___ Cover the required scope within the 10 minute time period (there will be 5 extra minute for questions). **Practice & time your presentation in advance. We will cut you off if you go over.**
  - ___ Ensure the presenter makes eye contact and projects well.

Content grade

- Representative Tasks & Scenarios
  - ___ Were the tasks complete or were they sub-tasks?
  - ___ Did they provide coverage of the functionality?
  - ___ Where the tasks too easy or too hard?
- Lo-fi Prototype
  - ___ Was the prototype/interface novel and creative?
  - ___ Was it appropriate for the supported tasks?
  - ___ Did it follow from sound reasoning?
  - ___ Were appropriate low-fi techniques/style used?
- Experiment
  - ___ Was the experiment carried out in a sound manner?
  - ___ Were the results given in sufficient detail to understand what occurred?
  - ___ Were the suggested prototype/interface improvements sound & follow from the results?