32 Lecture - CS408

Important Subjective

What is the primary goal of evaluation in Human Computer Interaction (HCI)?

Answer: The primary goal of evaluation in HCI is to assess the usability, effectiveness, and user satisfaction of interactive systems and identify areas of improvement.

What is usability testing, and how does it help in evaluating a system?

Answer: Usability testing involves observing users as they interact with a system and collecting feedback on their experience. It helps in evaluating the effectiveness and efficiency of a system by identifying any usability issues, such as difficulties in completing tasks, errors, and frustrations.

What is expert review, and how does it contribute to the evaluation process?

Answer: Expert review involves usability experts evaluating a system's design and usability based on established principles and guidelines. It contributes to the evaluation process by providing valuable feedback on potential improvements to enhance the usability and effectiveness of the system.

How does heuristic evaluation work, and what is its significance in HCI evaluation?

Answer: Heuristic evaluation is a method where evaluators assess a system against a set of predefined usability principles or heuristics. It is significant in HCI evaluation as it helps identify usability issues by evaluating the system against these heuristics and providing feedback for improvement.

How can surveys and questionnaires be used in evaluating interactive systems?

Answer: Surveys and questionnaires can be used to collect quantitative and qualitative data from users regarding their experiences, opinions, and satisfaction with the system. They provide insights into user

satisfaction, perceived usefulness, ease of use, and other relevant factors.

What is the role of interviews in the evaluation process of interactive systems?

Answer: Interviews involve one-on-one interactions with users to gather qualitative data about their experiences, opinions, and suggestions for improving the system. They provide in-depth insights into user perspectives, preferences, and behaviors, which can be valuable in the evaluation process.

How can task analysis contribute to evaluating the usability of a system?

Answer: Task analysis involves understanding the tasks users perform with the system, their goals, and the challenges they face. It can contribute to evaluating the usability of a system by identifying usability issues related to task performance, efficiency, and effectiveness.

What is cognitive walkthrough, and how does it help in evaluating a system?

Answer: Cognitive walkthrough is a method where evaluators simulate the user's thought process while using the system. It helps in evaluating a system by assessing it from the user's perspective and identifying any issues related to cognitive load, decision-making, and learning.

What is the significance of A/B testing in the evaluation of interactive systems?

Answer: A/B testing involves comparing two or more design variations of a system to determine which one performs better in terms of user engagement, effectiveness, and satisfaction. It is significant in the evaluation of interactive systems as it helps identify the optimal design option based on user feedback and data analysis.

How can analytics and metrics be used in evaluating the performance of a system?

Answer: Analytics and metrics involve collecting data on system usage, performance, and user behavior. They can be used in evaluating the performance of a system by providing insights into user engagement, system effectiveness, and areas of improvement based on data analysis.