Evaluation and Peak Experience

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evaluation

you've designed it, but is it right?

purpose

Three ~~Two~~ types of evaluation

	purpose	stage
formative	improve a design	development
summative	say "this is good"	contractual/sales
investigative	gain understanding	research

points of comparison

- measures:
  - average satisfaction 3.2 on a 5 point scale
  - time to complete task in range 13.2–27.6 seconds
  - good or bad?
- need a point of comparison
  - but what?
  - self, similar system, created or real??
  - think purpose ...
- what constitutes a 'control'
  - think!!

types of knowledge

- descriptive
  - explaining what happened
- predictive
  - saying what will happen
    cause ⇒ effect
  - where science often ends
- synthetic
  - working out what to do to make what you want happen
    effect ⇒ cause
  - design and engineering

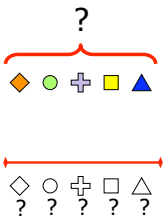
different kinds of evaluation

endless arguments
- quantitative vs. qualitative
- in the lab vs. in the wild
- experts vs. real users (vs UG students!)

really
- combine methods
  e.g. quantitative – what is true & qualitative – why
- what is appropriate and possible

mechanism

- reduction reconstruction
  - – formal hypothesis testing
  - + may be qualitative too
  - – more scientific precision
- wholistic analytic
  - – field studies, ethnographies
  - + 'end to end' experiments
  - – more ecological validity



when does it end?

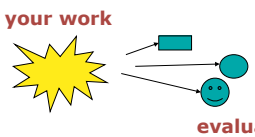
in a world of perpetual beta ...

real use is the ultimate evaluation

- logging, bug reporting, etc.
- how do people really use the product?
- are some features never used?

from evaluation to validation

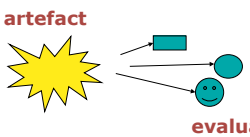
validating work



- experiments
- user studies
- peer review

generative artefacts

- toolkits
- devices
- interfaces
- guidelines
- methodologies



singularity
- different people
- different situations
- different designers

(pure) evaluation of generative artefacts is methodologically unsound

validating work

justification

- expert opinion
- previous research
- new experiments

evaluation

- experiments
- user studies
- peer review

justification vs. validation

- different disciplines
  - mathematics: proof = justification
  - medicine: drug trials = evaluation
- combine them:
  - look for weakness in justification
  - focus evaluation there

... breaking the rules
interaction design at the edge

kinds of experience
(e.g. mobile apps)

- can't do it without ...
  - phone itself, address book
- can't live without ...
  - compelling apps
    - e.g. iPhone snooker, photo sharing

... designing for peak experience ...

designing for peak experience
baked bean vs. Mars bar products ...

yea, I know
very cultural

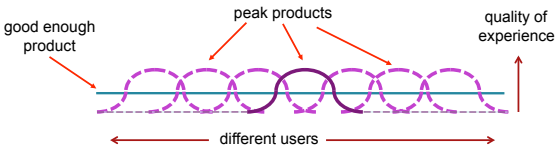
baked beans
- staple food
- good enough for everyone

e.g. word processor – corporate decisions

Mars bar
- favourite chocolate bar
- best for some

e.g. video game, web email – personal decisions

designing for peak experience
who wins?



good enough products never win
for any user, some peak product always better

designing for peak experience

how to do it:
- traditional interface design
  - user profiles, central personas, average and typical, process and methods, from need to solution
- design for peak experience
  - individual user, niches, extreme personas, specific and eclectic ideas and inspiration, from concept to use

when to do it:
- individual choice, user experience, the long tail: many applications for smaller groups

technology driven design?

product must be:
- wanted by users
- achievable with technology
- have route to 'market' (not necessarily selling!)

all need to be there
... but can start anywhere