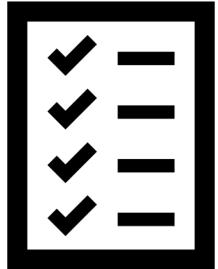


Qualitätssicherung im Usability-Testing

Prof. Dr. Frank Ollermann

Hochschule Osnabrück

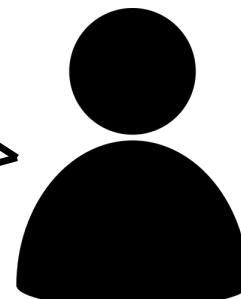
Aufgaben



Produkt



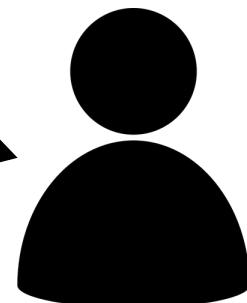
Protokollant:in



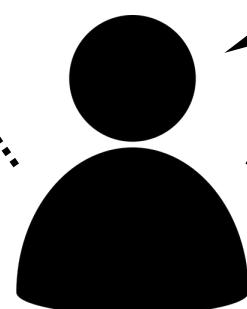
Rohdaten



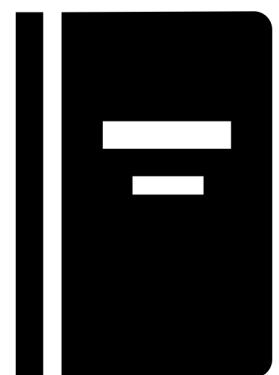
Moderator:in



Benutzer:in

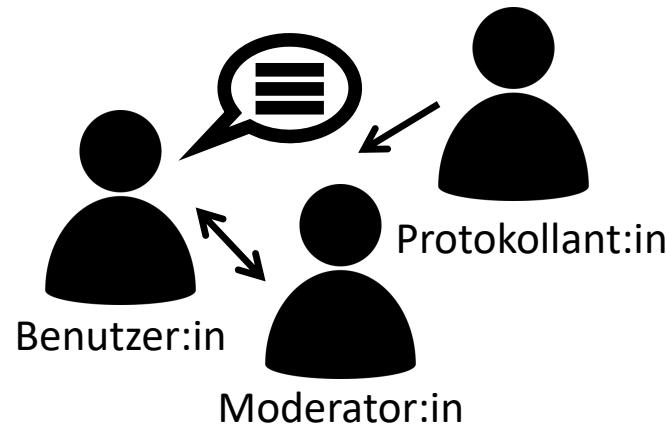


Bericht



Benutzer:in instruieren
Test moderieren
Notizen anfertigen

Durchführung



Usability definieren
Problem definieren
Schweregrade zuordnen
Redundanzen erkennen
Probleme kategorisieren

Auswertung

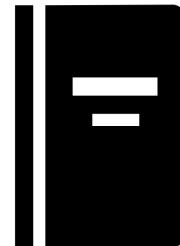
Informationen weglassen
Text strukturieren
Empfehlungen aussprechen

Berichtlegung

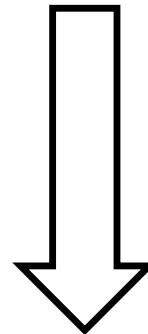
Rohdaten



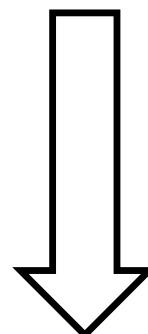
Bericht



Objektivität

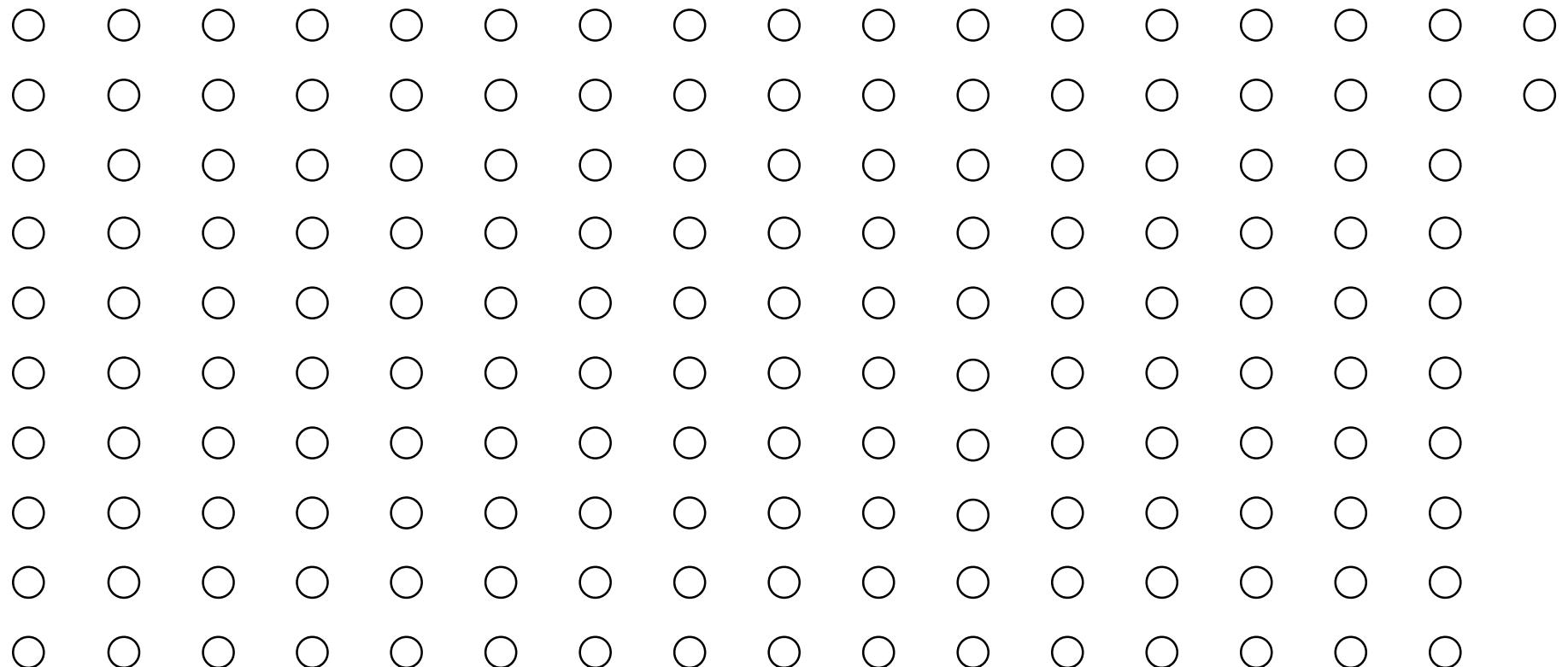


Reliabilität

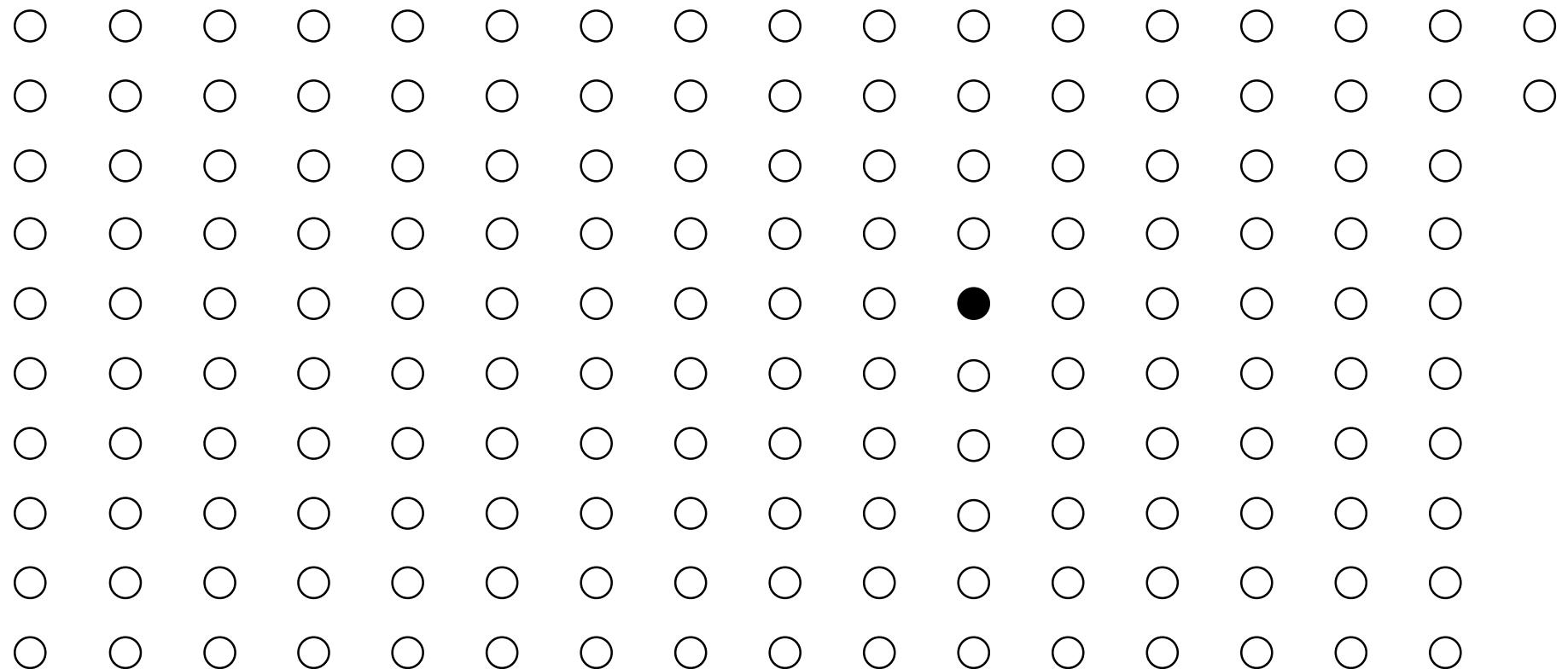


Validität

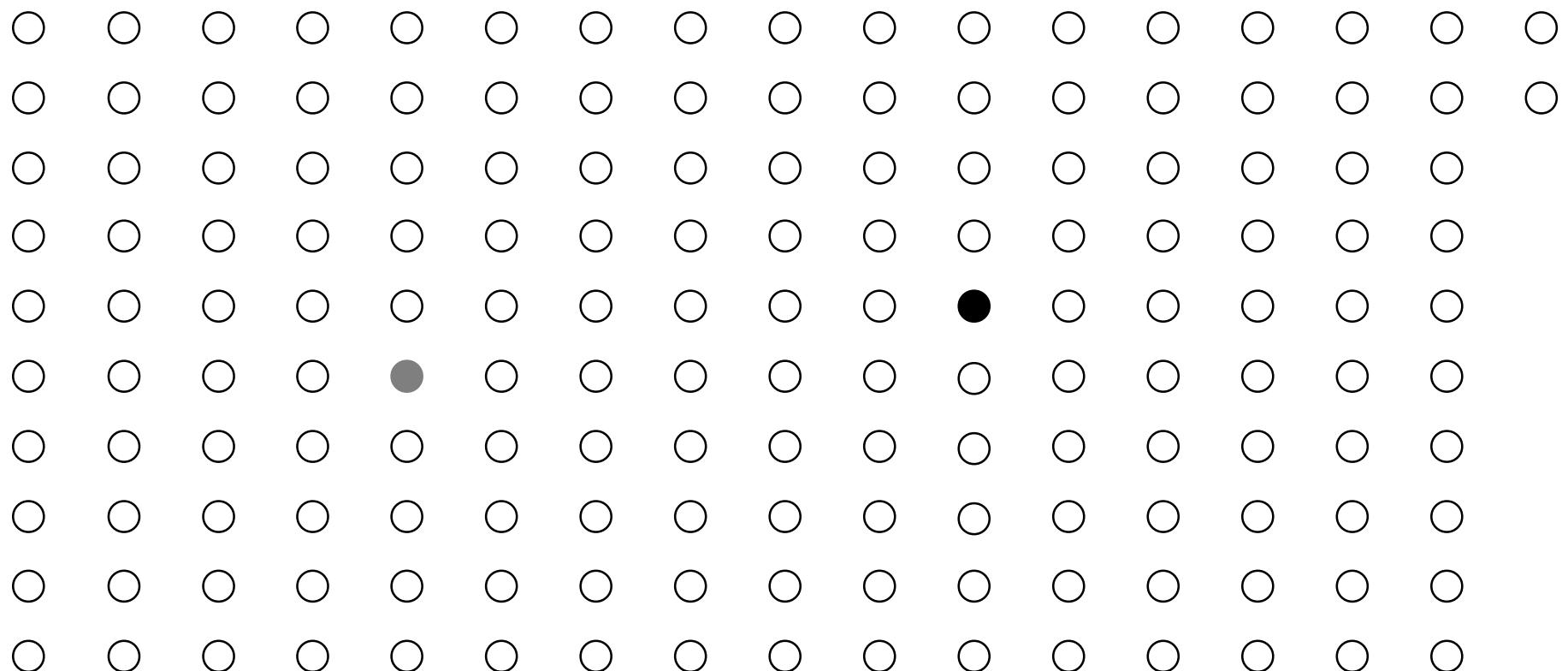
Molich (1998): Comparative Usability Evaluation



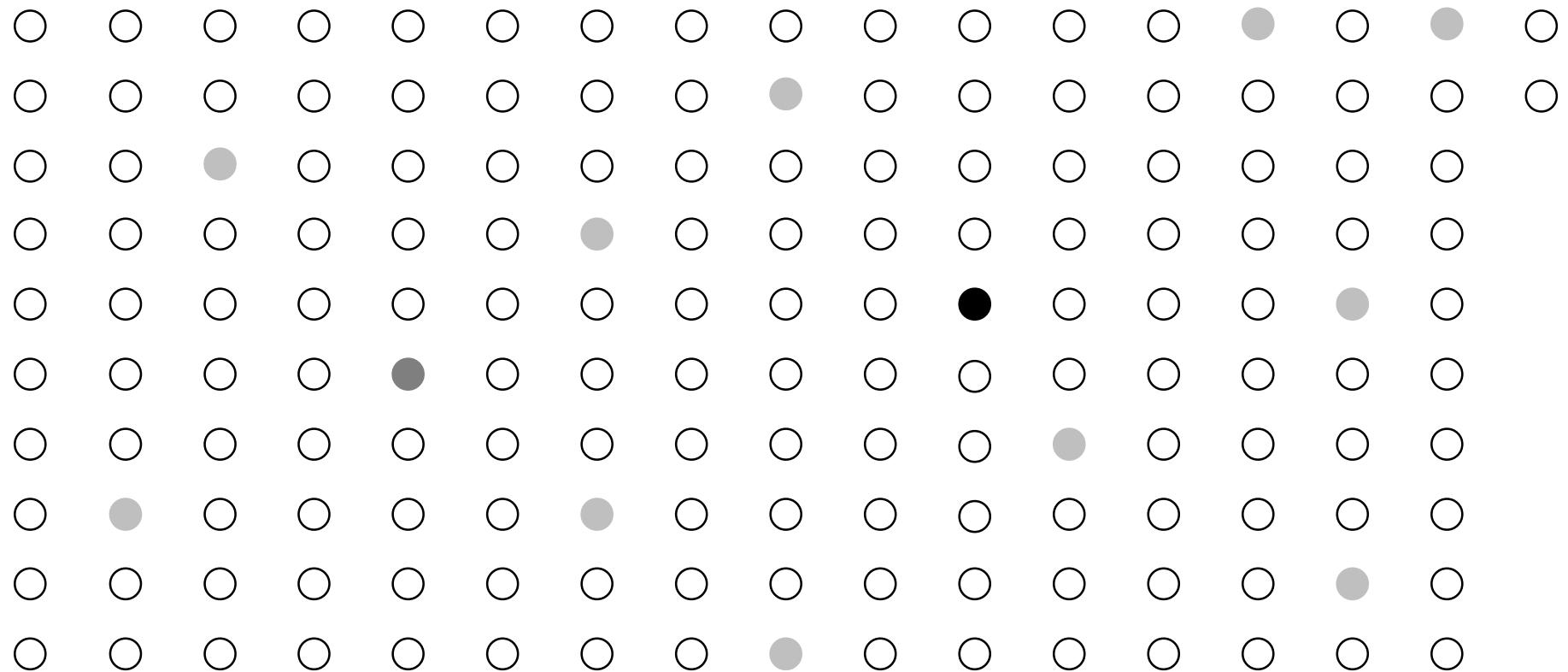
Molich (1998): Comparative Usability Evaluation



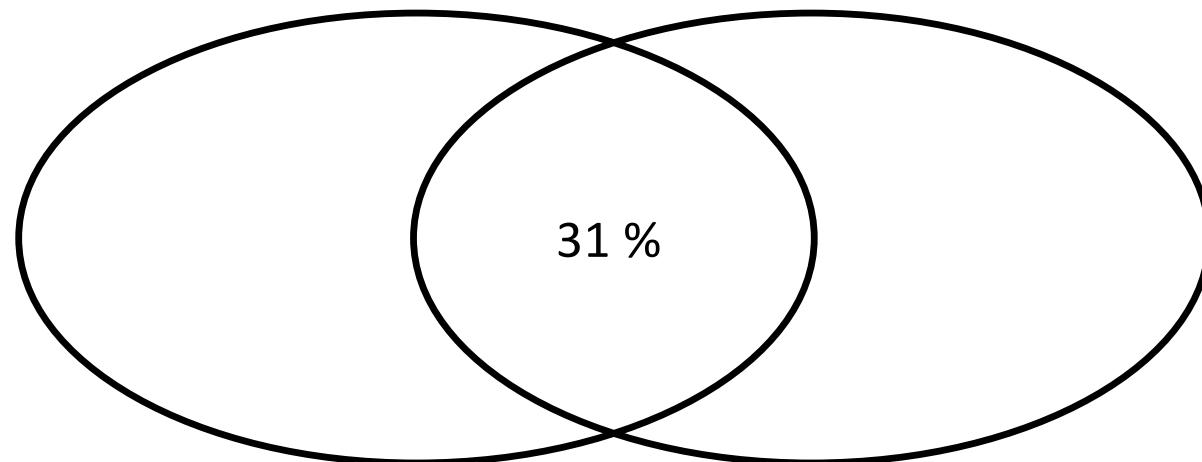
Molich (1998): Comparative Usability Evaluation



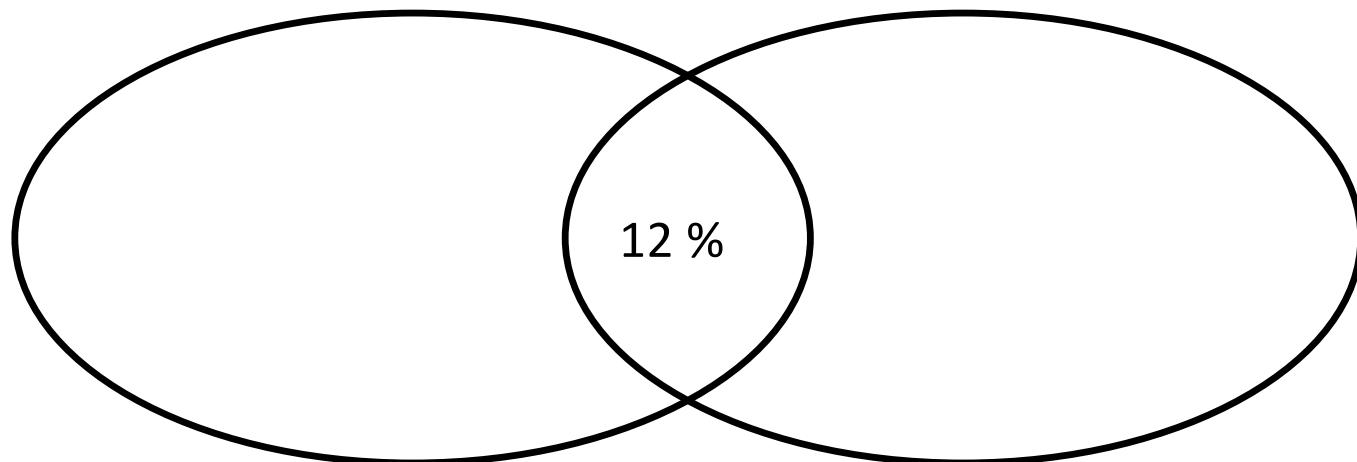
Molich (1998): Comparative Usability Evaluation



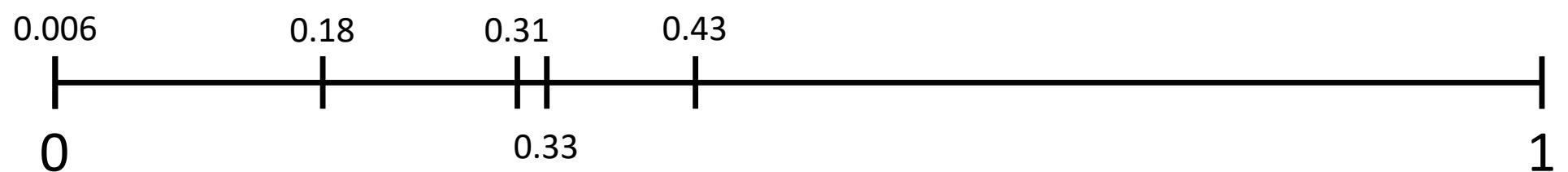
Hertzum et al. (2014): Evaluator-Effekt für Usability-Probleme



Hertzum et al. (2014): Evaluator-Effekt für positive Befunde

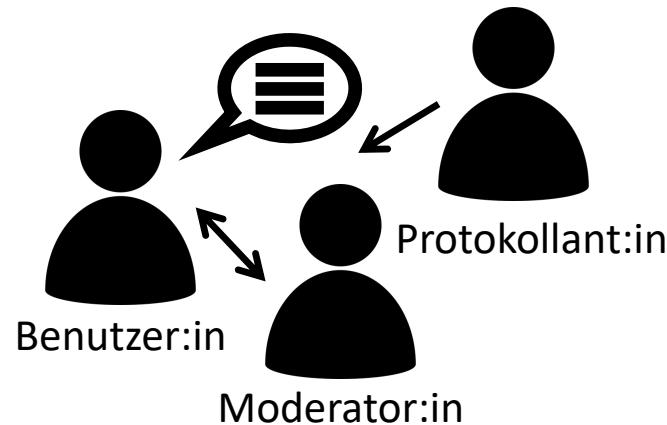


Hertzum (2006): Übereinstimmung bzgl.
Schweregrad



Benutzer:in instruieren
Test moderieren
Notizen anfertigen

Durchführung



Usability definieren
Problem definieren
Schweregrade zuordnen
Redundanzen erkennen
Probleme kategorisieren

Auswertung

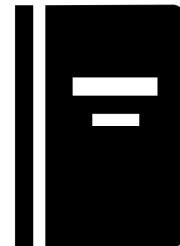
Informationen weglassen
Text strukturieren
Empfehlungen aussprechen

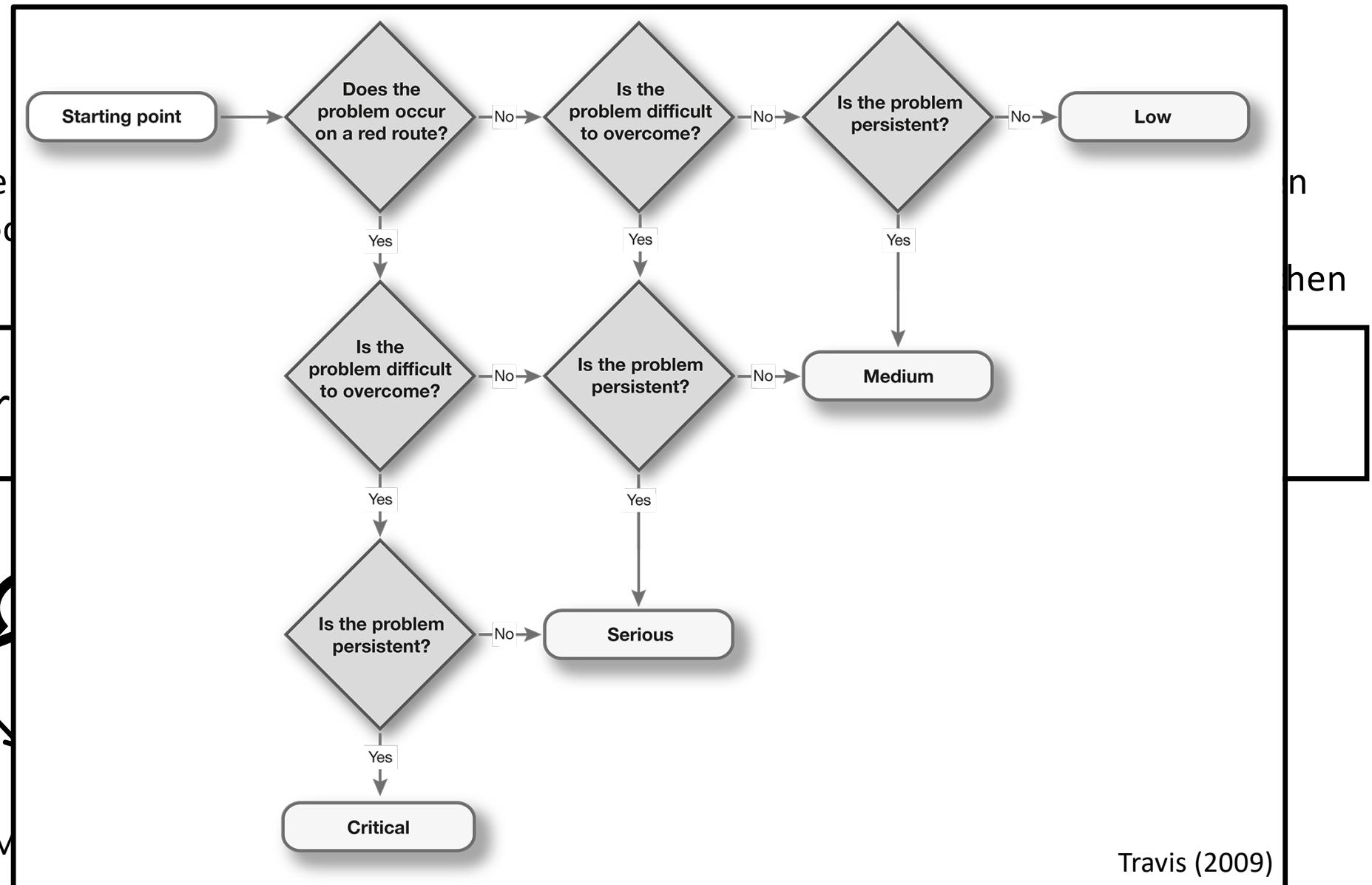
Berichtlegung

Rohdaten

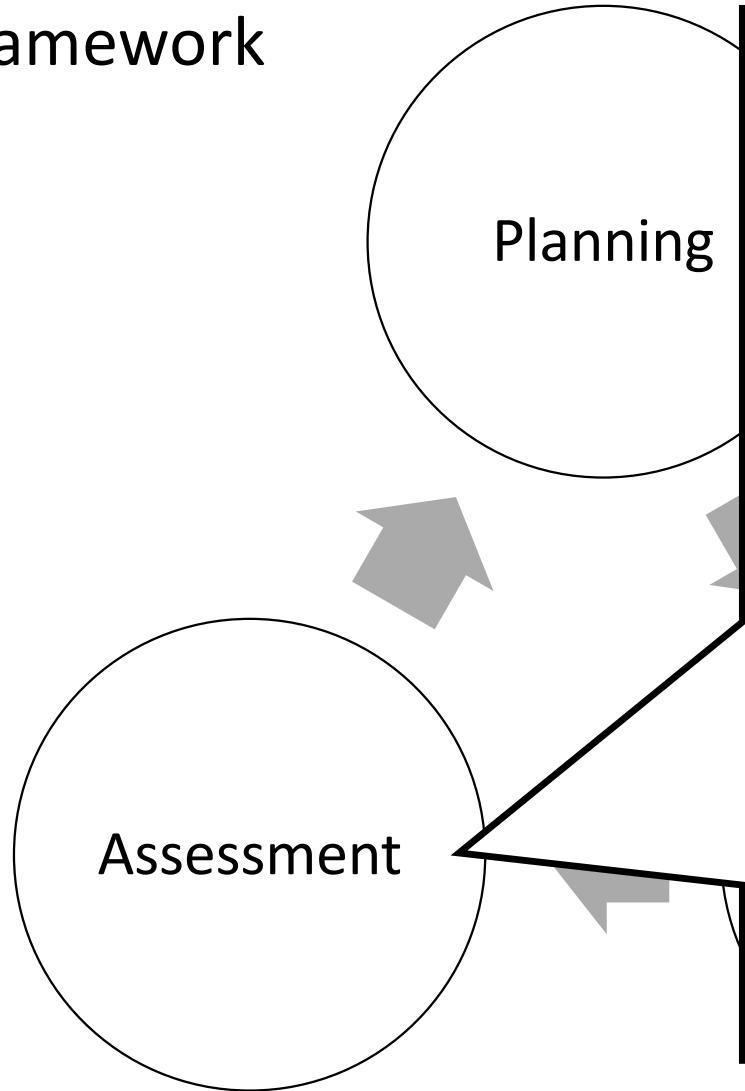


Bericht



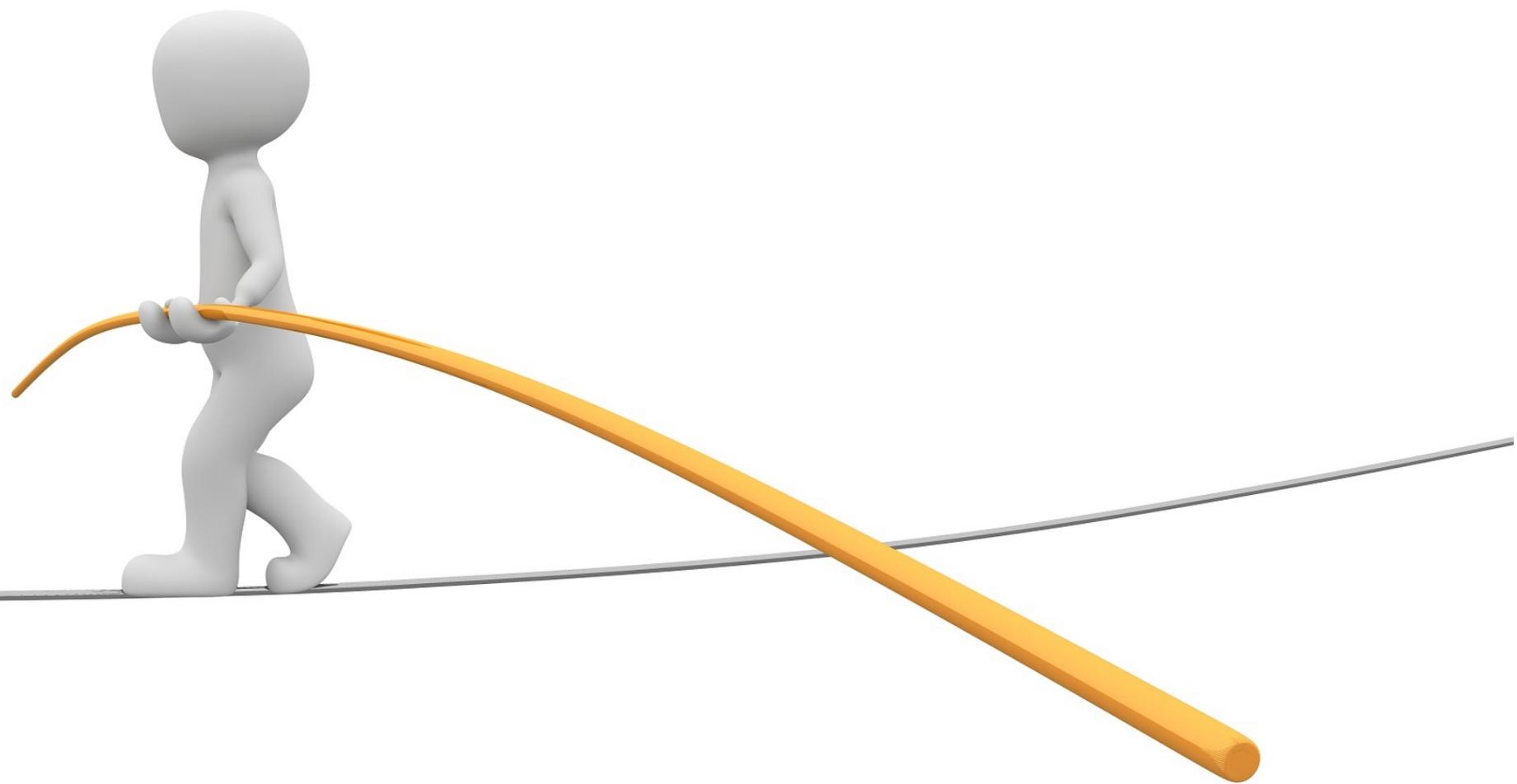


User Action Framework



- Issues about feedback
 - Existence
 - Existence of necessary or desirable feedback
 - Error message needed but missing
 - ...
 - Presentation
 - Perceptual issues
 - Legibility of text
 - Font size
 - ...
 - Content, meaning
 - Understandability, effectiveness
 - Clarity of meaning
 - Precise use of words
 - ...

Andre et al. (2001)



Literatur

- Andre, T. S., Hartson, H. R., Belz, S. M. & McCreary, F. A. (2001). The User Action Framework: A Reliable Foundation for Usability Engineering Support Tools. *International Journal of Human-Computer Studies*, 54(1), 107–136.
- Hertzum, M. (2006). Problem Prioritization in Usability Evaluation: From Severity Assessments toward Impact on Design. *International Journal of Human-Computer Interaction*, 21(2), 125–146.
- Hertzum, M., Molich, R. & Jacobsen, N. E. (2014). What You Get Is What You See: Revisiting the Evaluator Effect in Usability Tests. *Behaviour & Information Technology*, 33(2), 143–161.
- Molich, R., Bevan, N., Butler, S., Curson, I., Kindlund, E., Kirakowski, J. & Miller, D. (1998). Comparative Evaluation of Usability Tests. In *Proceedings of the Usability Professionals Association 1998 Conference*, 22–26 June 1998, pp. 189–200. Washington DC: Usability Professionals Association.
- Travis, D. (2009). *How to Prioritise Usability Problems*.
<https://www.userfocus.co.uk/articles/prioritise.html>

