Co-thinking and Creation for STEAM diversity-gap reduction (CreaSTEAM)

2020-1-ES01-KA201-082601

TRAINING PILLS – User experience

Alba Llauró, Eva Villegas

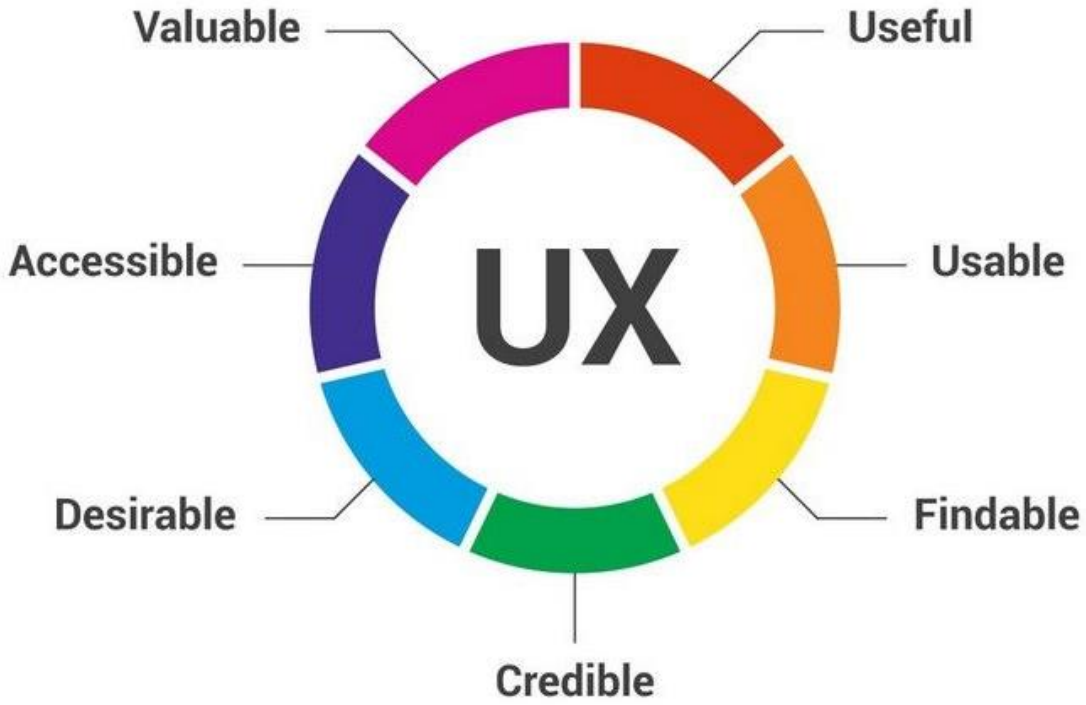
https://creasteam.eu/

https://ec.europa.eu/programmes/erasmus-plus/projects/eplus-project-details/#project/2020-1-ES01-KA201-082601

Cofinanciado por el programa Erasmus+ de la Unión Europea

1.- User experience (UX)

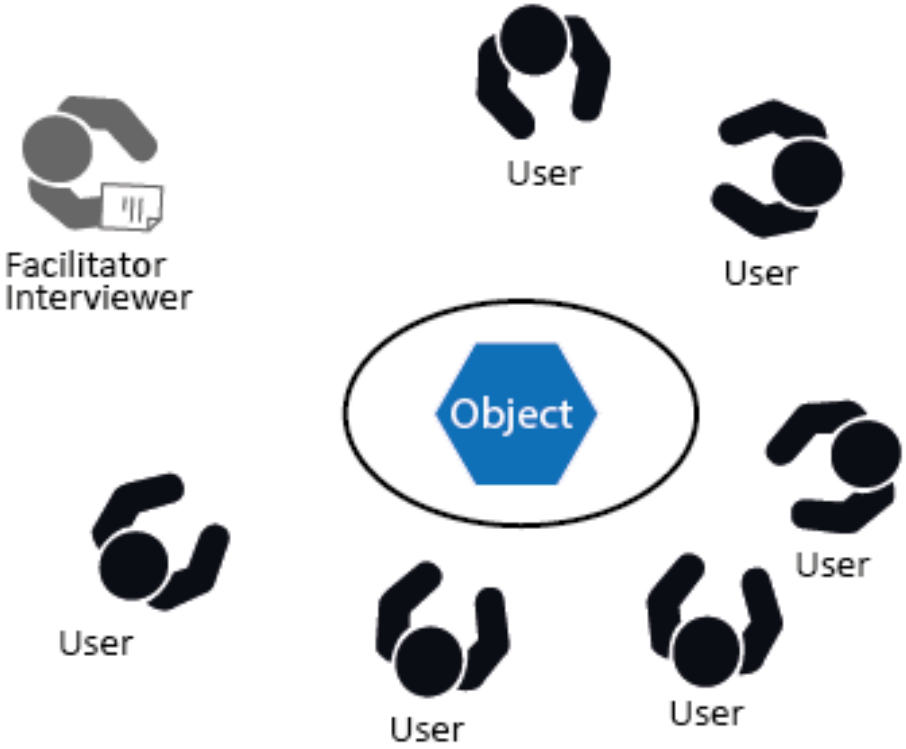
User experience is a discipline that considers people's perceptions and responses with their interactions with a service or device.



The 7 Elements that Influence User Experience by Peter Morville

2.- Evaluation in UX

In order to obtain relevant data in the evaluation of the product, it is important to take into account that the product must be in the development phase so that users can evaluate the functionalities and features of the prototype. It is recommended that all users participate at the same time so that they can interact with each other and generate collective doubts and comments.


Facilitator
Interviewer
User
User
Object
User
User
User
User
User

Parts of the evaluation

The evaluation is divided into three distinct parts:

- Planning: Preparation phase of the session with users.
- Test: Experimentation phase.
- Data analysis: Phase of evaluation and analysis of the results obtained during the session.

PLANIFICATION
Objectives
Users
Tasks
Assign a team and each role:
Observer
Facilitator
TEST
Record the data
Thinking aloud protocol
DATA ANALYSIS
Data collection
Information clustering
Insights

Planification

ASSIGN TEAM AND EACH ROLE

- Observer
- Facilitator/Interviewer

Planification

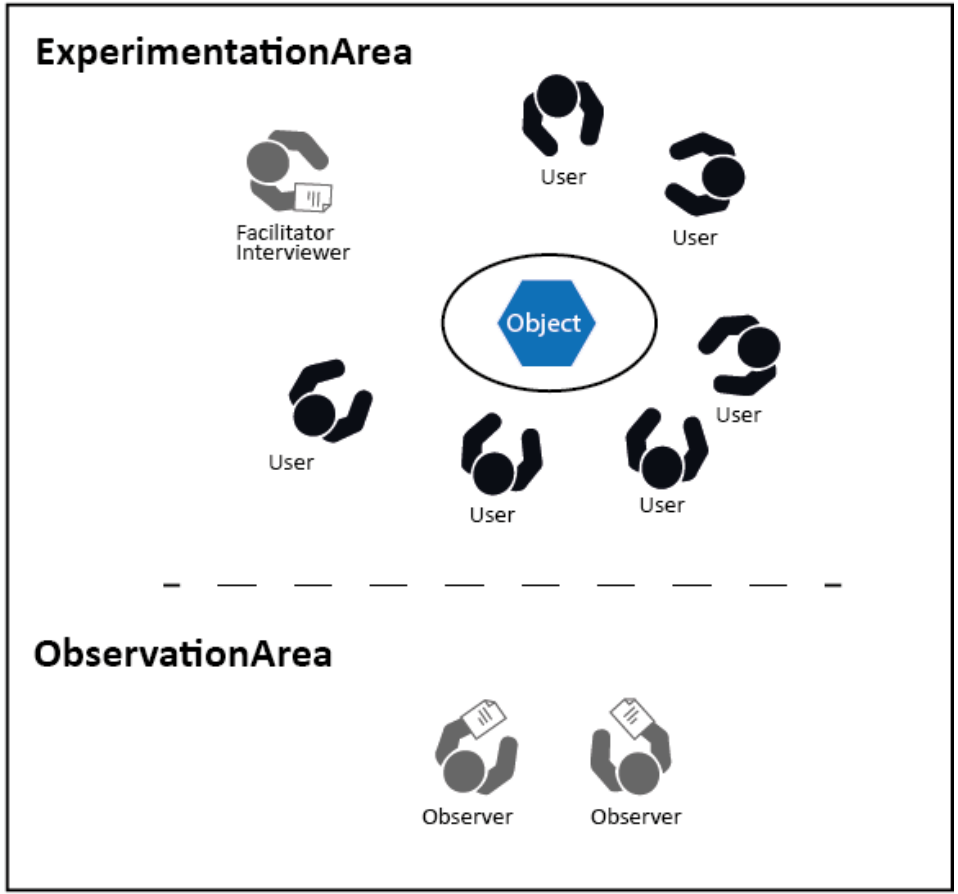
PLANIFICATION TEST

- Project objectives
- Evaluation objectives
- Profile and number of users
- Tasks to be performed
- Intereview questions
- Materials and resources
- Insights

Test

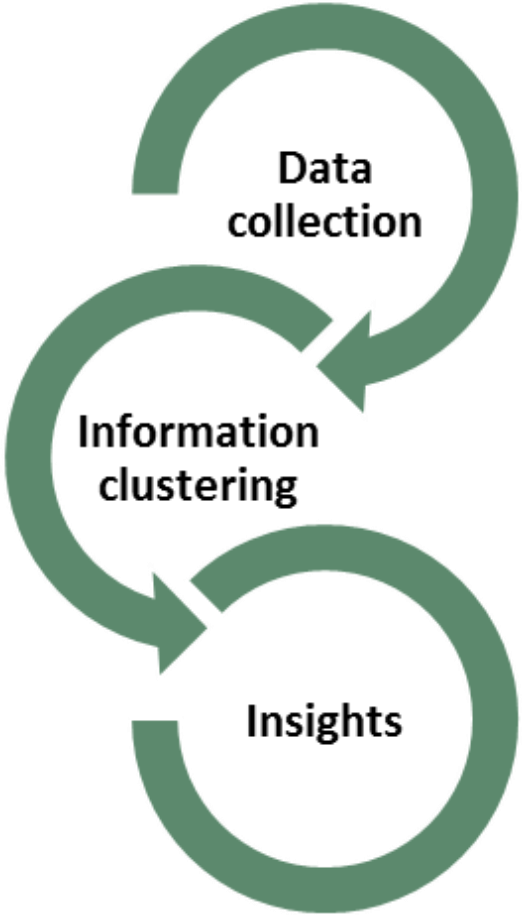
The test phase is the phase in which the experiment is carried out. In this stage, the previously designed planning should be applied.

TEST ZONE


ExperimentationArea
User
Facilitator
Interviewer
User
Object
User
User
User
User
User
ObservationArea
Observer
Observer

Data analisys

The analysis is based on the parameters established during planning and collected during the test phase.


Data collection
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