Goal: fluid synthesis of the design process

Prompt: Air Travel

- The need: plane travelers need a low-stress and efficient boarding procedure
- Three rounds: brainstorming (10min), prototype (10min), plan an evaluation (10min)
Please go back to sit with your P4 team.

Pair with another team sitting next to you.

Paired Design Riffs

1) Describe your need and your design to the other team (3min each)
2) Your team brainstorms an evaluation plan for the other team (7min)
3) Your team brainstorms design riffs for the other team (7min)
4) Report back (5min each)

How to Evaluate P4?

Running Your Evaluation
**Designing Your Evaluation**

Aim for actionable design insights. 
- Recall: formative or summative?
Identify your primary goal. Assess how well your design meets that goal. Consider alternatives.
Use representative tasks with representative users in representative situations.
Avoid “science envy”! It is highly unlikely that aiming for a significant p-value is important.

**Recruiting Participants**

Again: recruit representative users.
Different approaches for different projects:
- Public deployment: hang out in situ
- Mailing lists, websites, etc: connect with users
- Informers: find “insiders” with access
- Snowball: ask subjects if they know others
Respect ethics (e.g., informed consent, privacy)
Start now!

**Running Your Study**

Don’t over explain. Help only after breakdowns.
Fix clear problems between sessions.
Have participants think-aloud. Remind them!
Take notes! Collect rich qualitative insights:
- Breakdowns & misconceptions
- Accomplishments & improvisations
Interview afterward. Get users’ interpretation of your observations. Check needs + background.
Get in the right mindset! Think like a detective.

**Analyze Your Data**

Group and relate your observations.
Quantify recurring patterns and estimate severity.
Metrics (time, error, etc) can be useful but are unlikely to be the most valuable for your design.
Tie observations to design features.
Identify design successes. What’s working well?
Distill recommendations for problematic design elements. Identify needed missing elements.
Reporting Your Results

1 **Introduction**: What are you assessing?
   Clearly state user need and evaluation goals.

2 **Methods**: How will you assess it?
   Describe participants, tasks and context.

3 **Results**: Describe your collected data.
   Organized summaries, examples, quotes. Appendix?

4 **Analysis**: Interpret your data.
   From data to design insight: Is your project working?

5 **Implications**: How to advance your design?

Sections 1-2 due **5pm Fri 3/1**.
Sections 3-5 due **5pm Fri 3/8**.