CSMC 434 Section 0101, Spring 2019
User Evaluation of Paper Prototypes Assignment Rubric

**Paper prototype: 101 points**

Quality of paper prototype: 45 points. The prototype is on 3x5 index cards as instructed. It is clear and easy to read. It contains all the required functionality. Any needed sticky notes are included.

Deduct 5 points: The prototype is missing one of the functional requirements:

- create a group project and set its due date
- offer a way for users to add themselves to a group project
- add new tasks and indicate their dependence on other tasks being completed first
- assign tasks to group members
- set and modify a tasks’ due date
- delete tasks
- view tasks as a Gantt chart
- view tasks as a Kanban board
- send a message to the entire group

Deduct 5-10 points: Screen navigation is unclear.
Deduct 10-15 points: The prototype is hard to read or messy.
Deduct 25 points: A 1st grader could do better.

Usability evaluation: 56 points

The prototype will be evaluated using the heuristic evaluation form, except the scores are reversed: 8 points for no usability problems and 0 points for a design with major usability problems. See the last page.

**Videos: 140 points**

There are two videos. Each video is worth 70 points.

30 points: The video is clear. Viewers can understand what each user is trying to do and how each user is trying to do it, for all three tasks.

Deduct 15 points: A video is too blurry, or in some other way unviewable. Or there are loud noises that obscure the audio.
Deduct 10 points: For any one task, it is not clear what the user is trying to do or how the user is trying to do it.

20 points: Viewers can see both how the user interacts with app and the user's facial reactions.

Deduct 10 points: Viewers can't see a user's face.
Deduct 10 points: Viewers can't see what a user is pointing at.

20 points: The researcher's script is appropriate (look at the assigned reading for this assignment). The researcher states that the system is being evaluated, not the user. The users think aloud.
Deduct 10 points: The researcher forgets to say that the system is being evaluated, not the user.
Deduct 10 points: The user does not think aloud.
Usability Heuristic Grading Rubric

Scoring Scale

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Good job, no usability problems detected</td>
</tr>
<tr>
<td>6</td>
<td>Cosmetic problem only: need not be fixed unless extra time is available on project</td>
</tr>
<tr>
<td>4</td>
<td>Minor usability problem: fixing this should be given low priority</td>
</tr>
<tr>
<td>2</td>
<td>Major usability problem: important to fix, so should be given high priority</td>
</tr>
<tr>
<td>0</td>
<td>Usability catastrophe: imperative to fix this before product can be released</td>
</tr>
</tbody>
</table>

Sources:

- Nielsen, J. (1995). *Severity Ratings for Usability Problems* (Links to an external site.).

1. **Visibility of system status**

   The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

2. **Match between system and the real world**

   The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

3. **Consistency and standards**

   Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions (iOS, Android, etc.)

4. **Error prevention**

   Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or allow for undo.

5. **Recognition rather than recall**

   Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

6. **Flexibility and efficiency of use**

   Accelerators — unseen by the novice user — may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.
7. Fun to Use

Using the product should be a pleasant experience. When possible, it should be delightful, amusing, and enjoyable. Help users feel empowered and capable.