

Assignment 3: Usability Evaluation

In this assignment you will create an online questionnaire. Prepare as follows:

1. Study Activity 7.2 in the class textbook.

Create an online questionnaire

on SurveyMonkey® or QuestionPro, *it's free the basic*

Insert the six (6) questions already provided in Activity 7.2 in your questionnaire. You may add additional questions if you wish.

Send an email to at least five (5) friends or participants and ask them to participate in the online questionnaire. Include the link to the online questionnaire in the email.

Give your participants a few days to complete the online questionnaire.

Use SurveyMonkey® or QuestionPro to analyze the collected data.

Download and save the report.

Attach your report to your assignment paper.

Write a four to five (4-5) page paper in which you:

1. Describe the easy and difficult aspects of creating and conducting an online questionnaire.

Assess the reliability of the collected data and include the survey report.

Assess the validity of the collected data and include the survey report.

Evaluate the usability of the online questionnaire Website.

Use at least three (3) quality resources in this assignment. **Note:** Wikipedia and similar Websites do not qualify as quality resources.

Your assignment must follow these formatting requirements:

Be typed, double-spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions.

Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length.

The specific course learning outcomes associated with this assignment are:

Demonstrate the ability to select an appropriate user interface interaction style for a particular task.

Explain the different usability data-gathering techniques

Create a product evaluation through a formal framework.

Use technology and information resources to research issues in human-computer interaction.

Write clearly and concisely about human-computer interaction topics using proper writing mechanics and technical style conventions.

E-mail addresses for sending to respondents for the survey

cckearn18@yahoo.com

speedangela2@gmail.com

inspirit53@yahoo.com

memy2kids@gmail.com

quataml89@gmail.com

cacwood@gmail.com

ACTIVITY 7.2

Several new e-reader devices for reading e-books, surfing the Internet, watching movies, and browsing photographs have appeared on the market over the last few years (see Figures 7.4 and 6.25). These devices are thin and lightweight and are ideally designed for reading books, newspapers, and magazines. The exact design differs between makes and models, but they all support book reading that is intended to be as comfortable as reading a paper book.

The developers of a new e-reader want to find out how appealing these devices will be to people over 65 years of age. To this end, they have asked you to conduct some interviews for them.

1. What is the goal of your data gathering session?
2. Suggest ways of recording the interview data.
3. Suggest a set of questions that are suitable for use in an unstructured interview that seek opinions about e-readers and their appeal to the over-65s.
4. Based on the results of the unstructured interviews, the developers of the new e-reader have found that two important acceptance factors are whether the device can be handled easily and whether the typeface and appearance can be altered. Write a set of semi-structured interview questions to evaluate these two aspects. If you have an e-reader available, show it to two of your peers and ask them to comment on your questions. Refine the questions based on their comments.

Comment

1. The goal is to seek opinions about whether e-readers would be appealing to people over 65.
2. Taking notes might be cumbersome and distracting to the interviewee, and it would be easy to miss important points. An alternative is to audio record the session. Video recording is not needed as it isn't necessary to see the interviewee. However, it would be useful to have a camera at hand in case the interviewee wanted to refer to aspects of the device.



Figure 7.4 (a) Sony's e-reader, (b) Amazon's Kindle, and (c) Apple's iPad

3. Possible questions include: Do you find reading a book on the e-reader comfortable? Do you know how to turn the page in an e-book? In what way(s) does the e-reader affect your ability to become engrossed in the story you are reading?
4. Semi-structured interview questions may be open or closed. Some closed questions that you might ask include:
 - Have you used an e-reader before?
 - Would you like to read a book using an e-reader?
 - In your opinion, is the e-reader easy to handle?Some open questions, with follow-on probes, include:
 - What do you like most about the e-reader? Why?
 - What do you like least about the e-reader? Why?
 - Please give me an example where the e-reader was uncomfortable or difficult to use.

Grading for this assignment will be based on answer quality, logic/organization of the paper, and language and writing skills, using the following rubric.

Points: 100		Assignment 3: Usability Evaluation			
Criteria	Unacceptable Below 60% F	Meets Minimum Expectations 60-69% D	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
1. Describe the easy and difficult aspects of creating and conducting an online questionnaire. Weight: 20%	Did not submit or incompletely described the easy and difficult aspects of creating and conducting an online questionnaire.	Insufficiently described the easy and difficult aspects of creating and conducting an online questionnaire.	Partially described the easy and difficult aspects of creating and conducting an online questionnaire.	Satisfactorily described the easy and difficult aspects of creating and conducting an online questionnaire.	Thoroughly described the easy and difficult aspects of creating and conducting an online questionnaire.
2. Assess the reliability of the collected data and include the survey report. Weight: 20%	Did not submit or incompletely assessed the reliability of the collected data and did not submit or incompletely included the survey report.	Insufficiently assessed the reliability of the collected data and insufficiently included the survey report.	Partially assessed the reliability of the collected data and partially included the survey report.	Satisfactorily assessed the reliability of the collected data and satisfactorily included the survey report.	Thoroughly assessed the reliability of the collected data and thoroughly included the survey report.
3. Assess the validity of the collected data and include the survey report. Weight: 20%	Did not submit or incompletely assessed the validity of the collected data and did not submit or incompletely included the survey report.	Insufficiently assessed the validity of the collected data and insufficiently included the survey report.	Partially assessed the validity of the collected data and partially included the survey report.	Satisfactorily assessed the validity of the collected data and satisfactorily included the survey report.	Thoroughly assessed the validity of the collected data and thoroughly included the survey report.
4. Evaluate the usability of the online questionnaire Website. Weight: 25%	Did not submit or incompletely evaluated the usability of the online questionnaire Website.	Insufficiently evaluated the usability of the online questionnaire Website.	Partially evaluated the usability of the online questionnaire Website.	Satisfactorily evaluated the usability of the online questionnaire Website.	Thoroughly evaluated the usability of the online questionnaire Website.
5. 3 references Weight: 5%	No references provided	Does not meet the required number of references; all references poor quality choices.	Does not meet the required number of references; some references poor quality choices.	Meets number of required references; all references high quality choices.	Exceeds number of required references; all references high quality choices.
6. Clarity, writing mechanics, and formatting requirements Weight: 10%	More than 8 errors present	7-8 errors present	5-6 errors present	3-4 errors present	0-2 errors present