Research Goals/Questions

Primary Questions

1. Effectiveness: How intuitive is the interface (placement, text, and visuals)?
2. Efficiency: How streamlined is the interface?
3. Enjoyment: How pleasing is the interface?

Secondary Questions

1. How do people navigate between forms (i.e. by cursor or by keyboard)?
2. What are their preferences for viewing content? Sharing content?
3. What search strategies do people use?

Problem Statement

1. I will evaluate the effectiveness of the interface by asking people to accomplish key tasks and asking about outcome expectations.
2. I will evaluate the efficiency of the interface by observing people's ease with the tasks.
3. I will evaluate the enjoyment of the experience by asking people about their feelings and (if applicable) their preferences.

Intent

1. Evaluations of effectiveness, efficiency, and enjoyment will guide any changes to the interface and/or the product.