Chapter 13: An Evaluation Framework

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Intro HCI
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Consider
Consider

Nature of the product

http://starwars.wikia.com/wiki/Stormtrooper
http://kotaku.com/5650591/then-why-we-still-got-ewoks

Consider

Target user population

http://starwars.wikia.com/wiki/Stormtrooper
http://kotaku.com/5650591/then-why-we-still-got-ewoks
Context

Logistics
DECIDE Framework

Determine the goals

http://www.freewebs.com/theknightthatsayswii/morereviews.htm
Explore the questions

Choose the evaluation methods

http://www.marlowiki.com/User:Red-CyanToad,

**Identify the practical issues**

[Image of a person in a military uniform]

<http://www.collegefashion.net/inspiration/movie-inspiration-fashion-inspired-by-top-gun/>

**Deal with ethical issues**

[Image of a syringe and a hand]

<https://en.wikipedia.org/wiki/Mario>
Evaluate, analyze, interpret, and present the data

Reliability
Validity

Ecological validity
Biases

http://www.emoclear.com/distortedthinking.htm

Scope
Your turn

- Reliability
- Validity
- Ecological validity
- Biases
- Scope

https://en.wikipedia.org/wiki/Mario