

Chapter 13: An Evaluation Framework

Anna Loparev
Intro HCI
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An Evaluation Framework

Consider

Consider

Nature of the product



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Consider

Target user population



<http://starwars.wikia.com/wiki/Stormtrooper>,
<http://kotaku.com/5650591/then-why-we-still-got-ewoks>,
<http://simplicitymom.blogspot.com/2011/10/fishing-for-wookie.html>

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Consider

Context



5

Consider

Logistics



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DECIDE Framework

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Determine the goals



<http://www.freewebs.com/theknightthatsayswii/morereviews.htm>

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DECIDE Framework

Explore the questions



<http://www.mariowiki.com/User:Red-CyanToad>,
<https://chronicle.com/blogs/wiredcampus/scientists-from-8-universities-help-an-ibm-computer-compete-on-jeopardy>

DECIDE Framework

Choose the evaluation methods



<http://starwars.wikia.com/wiki/Stormtrooper>, <https://en.wikipedia.org/wiki/Mario>

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DECIDE Framework

Identify the practical issues



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

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DECIDE Framework

Deal with ethical issues



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

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DECIDE Framework

Evaluate, analyze, interpret,
and present the data

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Evaluate ... Data

Reliability



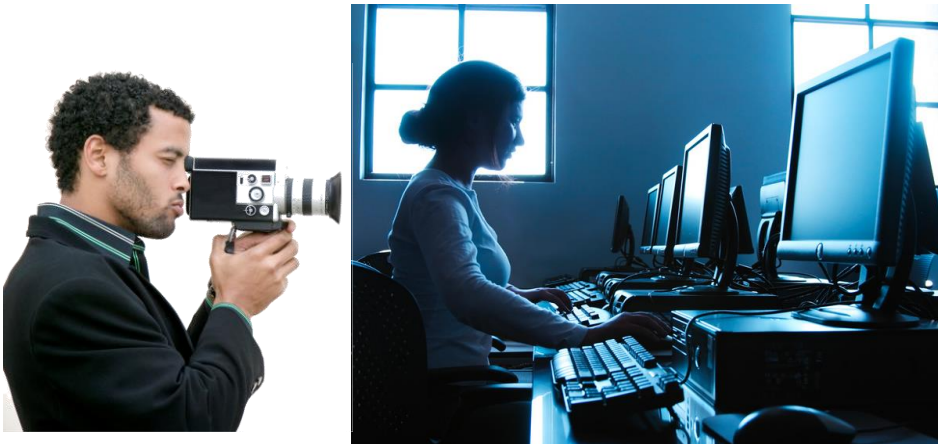
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Validity



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Ecological validity



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Biases



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

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Scope



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Your turn

- Reliability
- Validity
- Ecological validity
- Biases
- Scope



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

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