



# Strategies for Digital Wellbeing



Heuristic Evaluation  
Alberto Monge Roffarello

# Evaluation Goal (from an HCI perspective)

- «Evaluation tests the usability, functionality, and acceptability of an interactive system»
  - According to the design stage (sketch, prototype, ... final)
  - According to the initial goals
  - Alongside different dimensions
  - Using a range of different techniques
- Very wide (and a little bit vague) definition
- The idea is to identify and correct problems as soon as possible

# Evaluation Approaches

- Evaluation may take place:
  - In the laboratory
  - In the field
- Involving users:
  - Experimental methods
  - Observational methods
  - Query methods
  - Formal or semi-formal or informal
- Based on expert evaluation:
  - Analytic methods
  - Review methods
  - Model-based methods
  - Heuristics
- Automated:
  - Simulation and software measures
  - Formal evaluation with models and formulas
  - Especially for low-level issues

# Lab Studies

- In lab studies, users are taken out of their normal work environment to take part in **controlled** tests. They are typically adopted in the early stages of design (e.g., to compare alternatives, you don't need a working implementation).
  - 👍 simulation of dangerous environments
  - 👍 suitable for specific tasks within a system
  - 👎 lack of context
  - 👎 unnatural situations leading to biases
  - 👎 not suitable for all the tasks

# Field Studies

- Field studies takes the designer or evaluator out into the **user's work environment** in order to observe the system in action.
  - 👍 open nature: the “real” context
  - 👍 users are in their natural environment
  - 👎 low degree of control
  - 👎 higher costs (you need a working implementation)
  - 👎 longer duration

# Expert Evaluations

- Evaluation may be based on **expert evaluation**:
  - Analytic methods
  - Review methods
  - Model-based methods
  - Heuristics
- It is useful to identify any areas that are likely to cause difficulties because they violate known cognitive principles, or ignore accepted empirical results
  - 👍 it can be used at any stage in the development process
  - 👍 it is relatively cheap, since it does not require user involvement
  - 👎 it does not assess actual use of the system

# Heuristic Evaluation

Experts check potential issues on your design, by referring to a set of heuristic criteria

# When Is Design Critique Useful?

- Before user testing
  - To save effort
  - Solving easy-to-solve problems
  - Leaving user testing for bigger issues
- Before redesigning
  - Identify the good parts (to be kept) and the bad ones (to be redesigned)
- To generate evidence for problems that are known (or suspected)
  - From ‘murmurs’ or ‘impressions’ to hard evidence
- Before release
  - Smoothing and polishing



# Heuristic Evaluation

- A method developed by Jacob Nielsen (1994)
  - Structured design critique
  - Using a set of simple and general heuristics
  - Executed by a small group of experts (3-5)
  - Suitable for any stage of the design (sketches, UI, ...)
  - Original goal: find usability problems in a design
- Also popularized as “Discount Usability”





# Basic Idea

- Define a set of heuristics (or principles):
  - a heuristic is a guideline or general principle or rule of thumb that can guide a design decision or be used to critique a decision that has already been made.
- Give those heuristics to a group of experts
  - Each expert will use heuristics to look for problems in the design
- Experts work independently
  - Each expert will find different problems
- At the end, experts communicate and share their findings
  - Findings are analyzed, aggregated, ranked
- The discovered *violations* of the heuristics are used to fix problems or to re-design

The screenshot shows the Nielsen Norman Group website. The main article is titled "How to Conduct a Heuristic Evaluation" by Jakob Nielsen, dated November 1, 1994. The article's summary states: "Heuristic evaluation involves having a small set of evaluators examine the interface and judge its compliance with recognized usability principles (the 'heuristics')." The article text explains that heuristic evaluation is difficult for a single individual because different people find different usability problems. It includes a figure (Figure 1) which is a scatter plot showing the distribution of usability problems found by multiple evaluators. The x-axis represents the difficulty of the problem, ranging from "Hard" to "Easy". The y-axis represents the number of evaluators. The plot shows that many problems are found by multiple evaluators, particularly in the "Hard" and "Medium" difficulty ranges. The article also includes a "Share this article" button and a "Recent Articles" section.

# Heuristics

- Nielsen proposed 10 heuristic rules
  - Good at finding most design problems
- In a specific context, application domain, or for specific design goals ...
  - ... new heuristics can be defined
  - ... some heuristic can be ignored

# Phases of Heuristic Evaluation

1. Pre-evaluation training
  - Give evaluator information about the domain and the scenario to be evaluated
2. Evaluation
  - Individual
3. Severity Rating
  - First, individually
  - Then, aggregate and find consensus
4. Debriefing
  - Review with the design team

# Evaluation (I)

- Define a set of tasks, that the evaluators should analyze
- For each task, the evaluator should step through the design several times, and inspect the UI elements
  - On the real design, or on a preliminary prototype
- At each step, check the design according to each of the heuristics
  - 1<sup>st</sup> step, get a general feeling for the interaction flow and general scope
  - 2<sup>nd</sup> step (and following), focus on specific UI elements, knowing where they fit in the general picture
- Heuristics are used as a “reminder” of things to look for
  - Other types of problems can also be reported

# Evaluation (II)

- Comments from each evaluator should be recorded or written
  - There may be an observer, taking notes
  - The observer may provide clarifications, especially if the evaluator is not a domain expert
- Session duration is normally 1h – 2h
- Each evaluator should provide a list of usability problems
  - Which heuristic (or other usability rule) has been violated, and why
    - Not a subjective comment, but a reference to a known principle
  - Each problem reported separately, in detail



## Evaluation (III)

- Where problems may be found
  - A single location in the UI
  - Two or more locations that need to be compared
  - Problem with the overall UI structure
  - Something is missing
    - May be due to prototype approximation
    - May still be unimplemented

# What is a Tasks?

- «A **task** is a **goal** together with some ordered set of **actions**.» (Benyon)

## Goal

- A state of the application domain that a work system (user+technology) wishes to achieve.
- Specified at particular levels of abstraction.

## Task

- A structured set of activities required, used, or believed to be necessary by an agent (human, machine) to achieve a goal using a particular technology.
- The task is broken down into more and more detailed levels of description until it is defined in terms of actions.

## Action

- An action is a task that has no problem solving associated with it and which does not include any control structure.
- Actions are 'simple tasks'.



# All About Tasks

- Task: the structured **set of activities**/high-level actions required to **achieve** a user goal.
  - It says what a person *wants to do*, not how, and describe a *complete* goal.
- Often, given a domain, you have a **mix** of tasks with different **complexity**
  - Simple tasks – common or introductory
  - Moderate tasks
  - Complex tasks – infrequent or for power/extreme users

# Sample Task: To Clean The House (I)

- **Steps:**
  - get the vacuum cleaner out
  - fix the appropriate attachments
  - clean the rooms
  - when the dust bag gets full, empty it
  - put the vacuum cleaner and tools away
- **Must know and use different **artifacts**:**
  - vacuum cleaners, their attachments, dust bags
  - cupboards, rooms
  - ...

# Sample Task: To Clean The House (II)

- **Goals:**

- Here your *point of view* comes in
- Removing dust? -> **narrow goal**
- Tidying up the house after a party?
- Hosting people for the dinner?
- Having a satisfying evening? -> **wide goal**

# Sample Task: To Clean The House (III)

- **Pain points:**

- Narrow version: Why I need to empty the dust bag?
- Broader version: Why I need a vacuum cleaner to have the house cleaned up?

# Example of Good Tasks

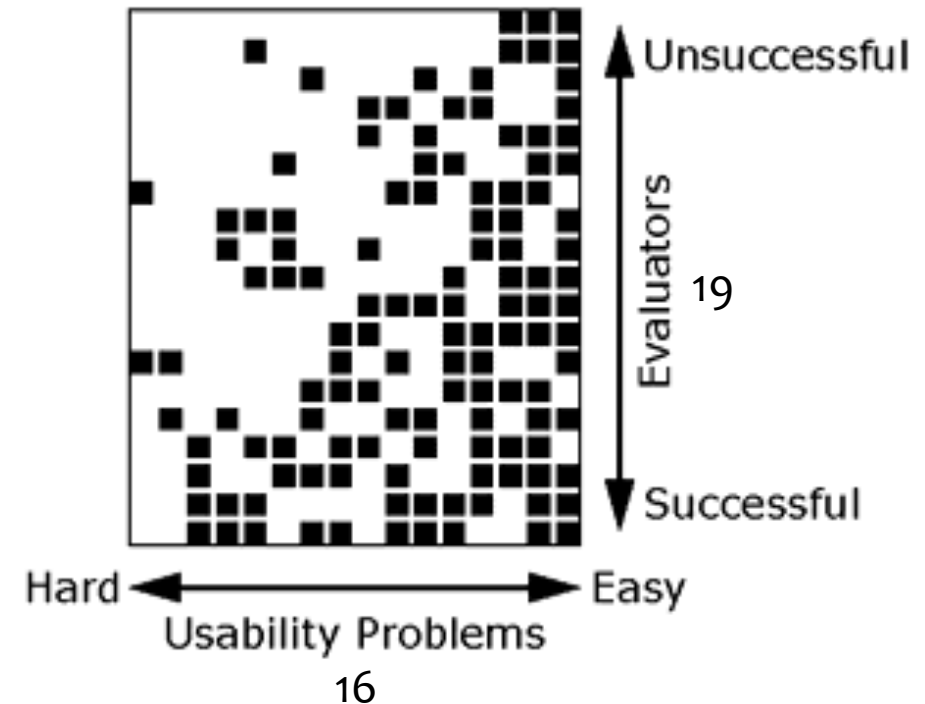
- Service/App: Uber
- Simple task: signaling for a ride
  - *Is it a task? Why is it simple?*
- Moderate task: reach out to the driver to get a forgotten object
  - *Is it a task? Why is it moderate?*
- Complex task: become a driver for Uber
  - *Is it a task? Why is it complex?*

# Example of Bad Tasks

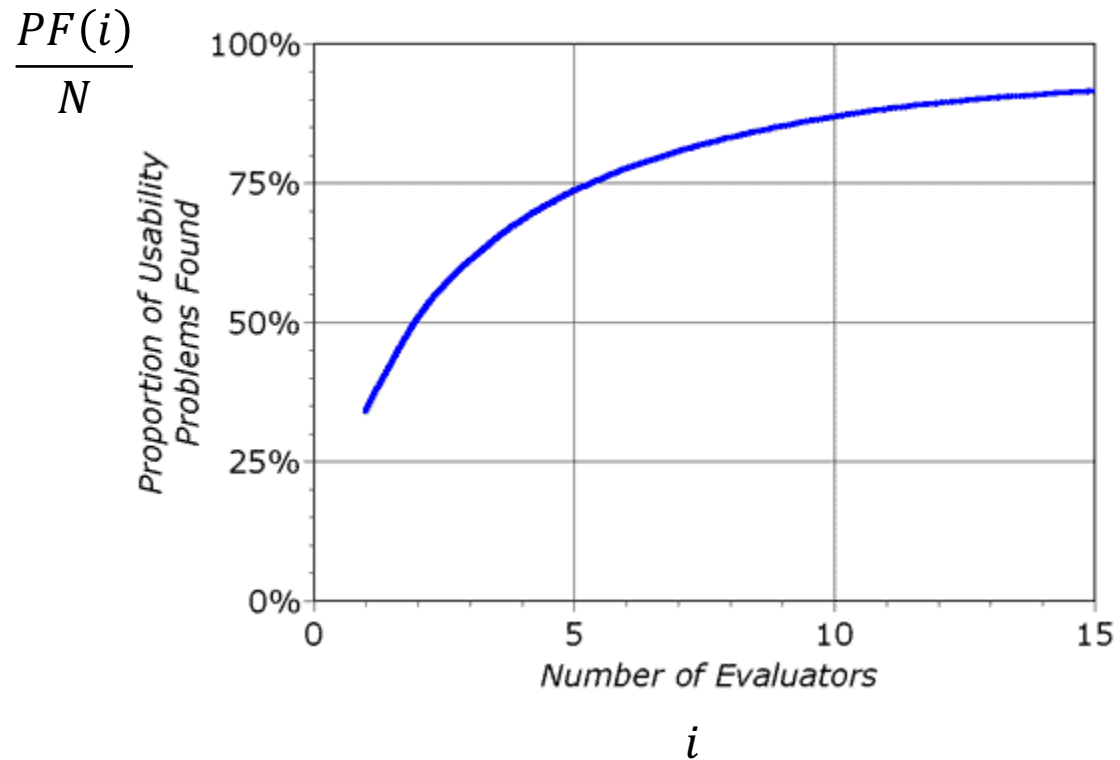
- Service/App: Uber
- Open the app and tap on “Travel”
  - *Is it a task? Why is it bad?*
- Go into your account settings, check the messages, and then send a present
  - *Is it a task? Why is it bad?*
- ...

# Multiple Evaluators

- No evaluator finds all problems
  - Even the best one finds only  $\sim 1/3$
- Different evaluators find different problems
  - Substantial amount of nonoverlap
- Some evaluators find more problems than others



# How Many Evaluators

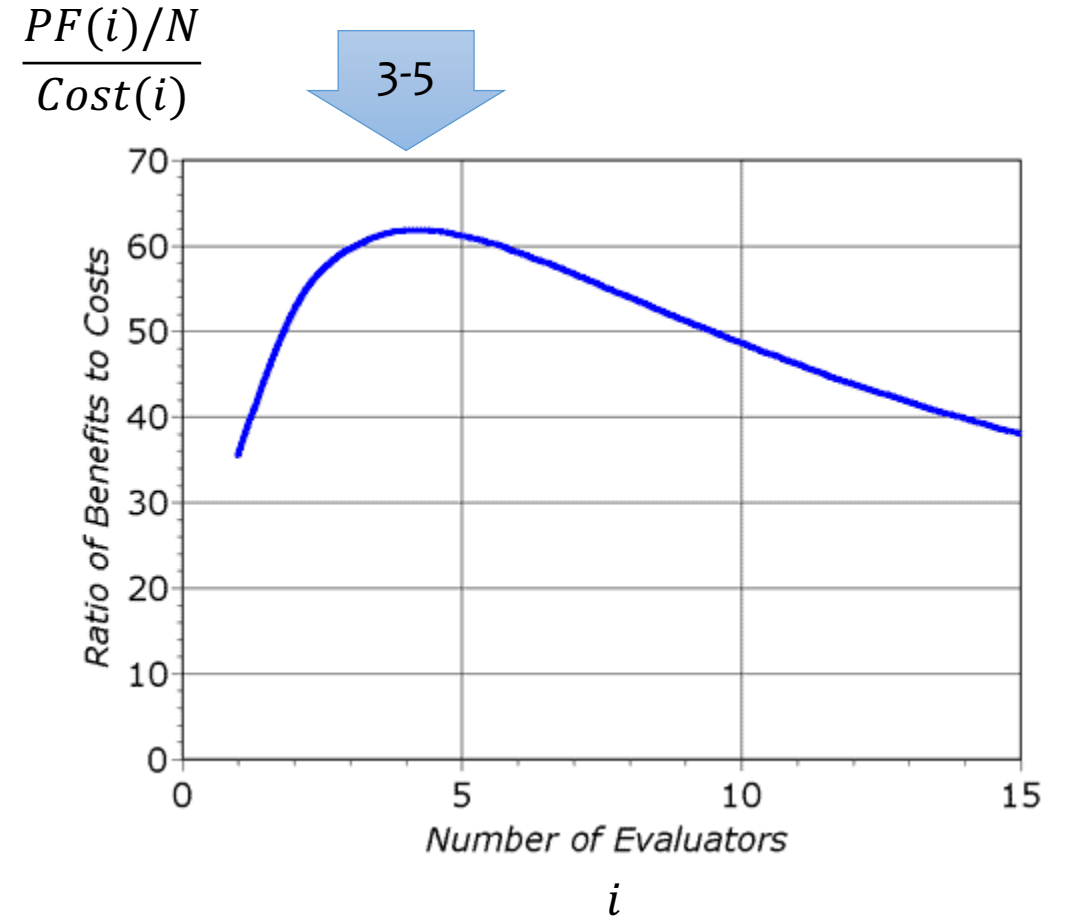
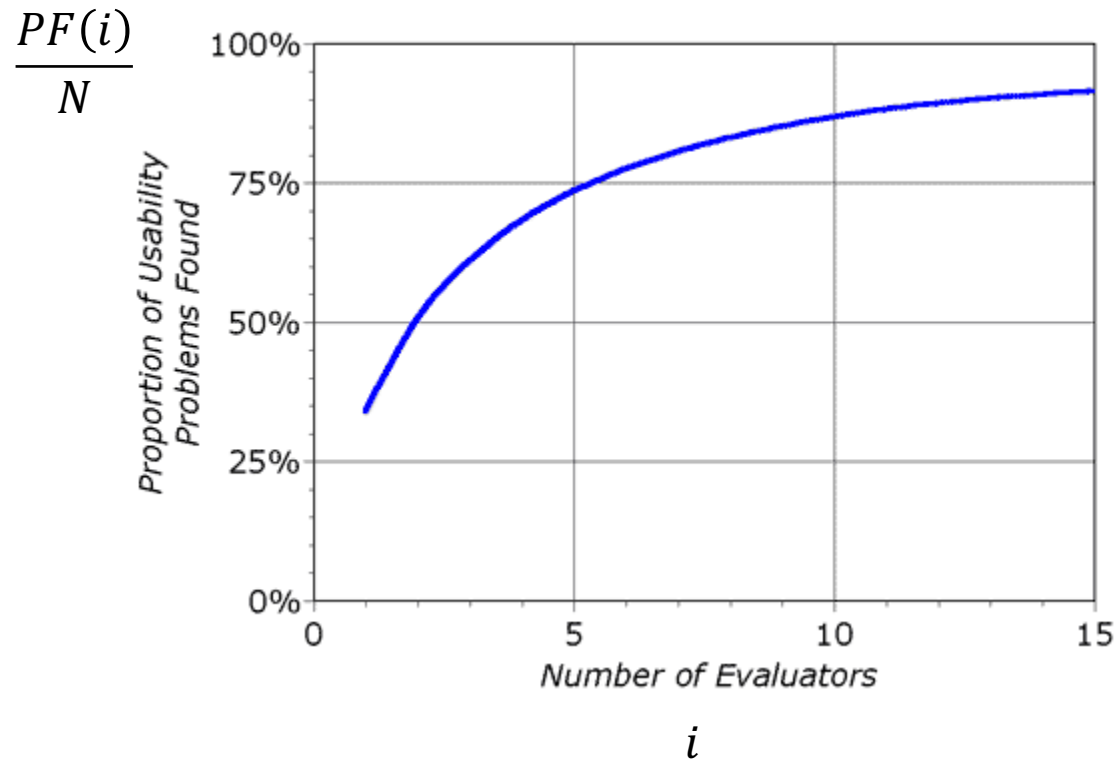


- $PF(i) = N(1 - (1 - l)^i)$
- $PF(i)$ : problems found
- $i$ : number of *independent* evaluators
- $N$ : number of existing (but unknown) usability problems
- $l$ : ratio of usability problems found by a single evaluator



# How Many Evaluators

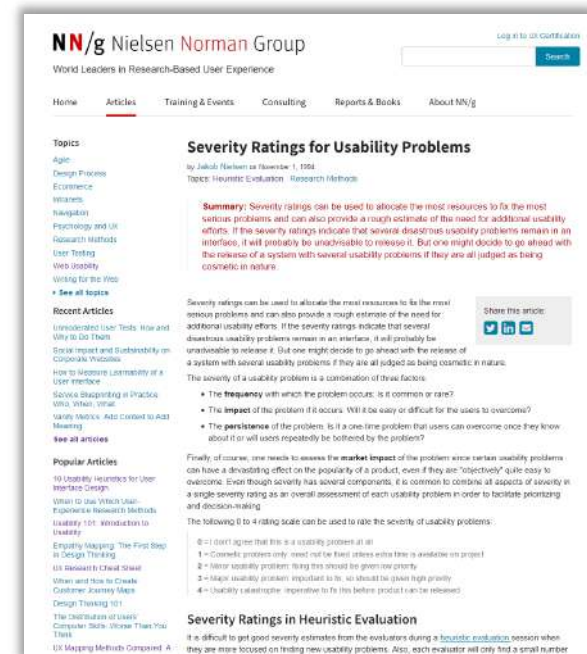
$$Cost(i) = \text{Fixed} + Fee \times i$$





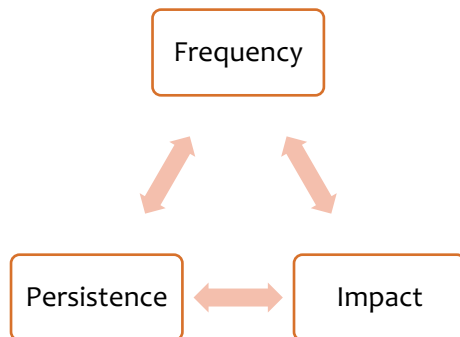
# Severity Rating

- We need to allocate the most resources to fix the most serious problems
- We need to understand if additional usability efforts are required
- **Severity** is a combination of:
  - **Frequency** with which the problem occurs: common or rare?
  - **Impact** of the problem if it occurs: easy to overcome or difficult?
  - **Persistence**, is it one-time or will it occur many times to users?
- Define a *combined severity rating*
  - Individually, for each evaluator



# Severity Ratings scale

0	No problem	I don't agree that this is a usability problem at all
1	<b>Cosmetic</b> problem only	need not be fixed unless extra time is available on project
2	<b>Minor</b> usability problem	fixing this should be given low priority
3	<b>Major</b> usability problem	important to fix, so should be given high priority
4	Usability <b>catastrophe</b>	imperative to fix this before product can be released



# Combined Severity Ratings

- Severity ratings from *one* evaluator have been found *unreliable*, they should not be used
- After all evaluators completed their rankings
  - Either let them discuss, and agree on a consensus ranking
  - Or just compute the average of the 3-5 ratings

# Debriefing

- Meeting of all evaluators, with observers, and members of the *development* team
- Line-by-line analysis of the problems identified
  - Discussion: how can we fix it?
  - Discussion: how much will it cost to fix it?
- Can also be used to brainstorm general design ideas

# Heuristic Evaluation vs. User Testing

## Heuristic Evaluation

- Faster (1-2h per evaluator)
- Results are pre-interpreted (thanks to the evaluators)
- Could generate *false positives*
- Might *miss* some problems

## User Testing

- Need to develop software, and prepare the set-up
- More accurate (by definition!)
  - Actual users and tasks

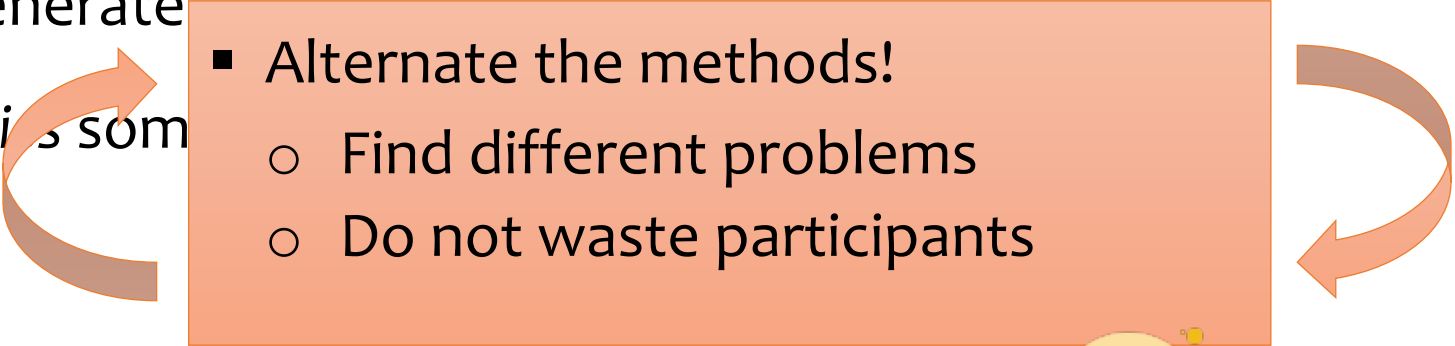
# Heuristic Evaluation vs. User Testing

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## User Testing


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- More accurate (by definition!)
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- 
- Alternate the methods!
    - Find different problems
    - Do not waste participants



<https://www.nngroup.com/articles/usability-problems-found-by-heuristic-evaluation/>

# 10 Nielsen's Usability Heuristics



The 10 Usability Heuristics

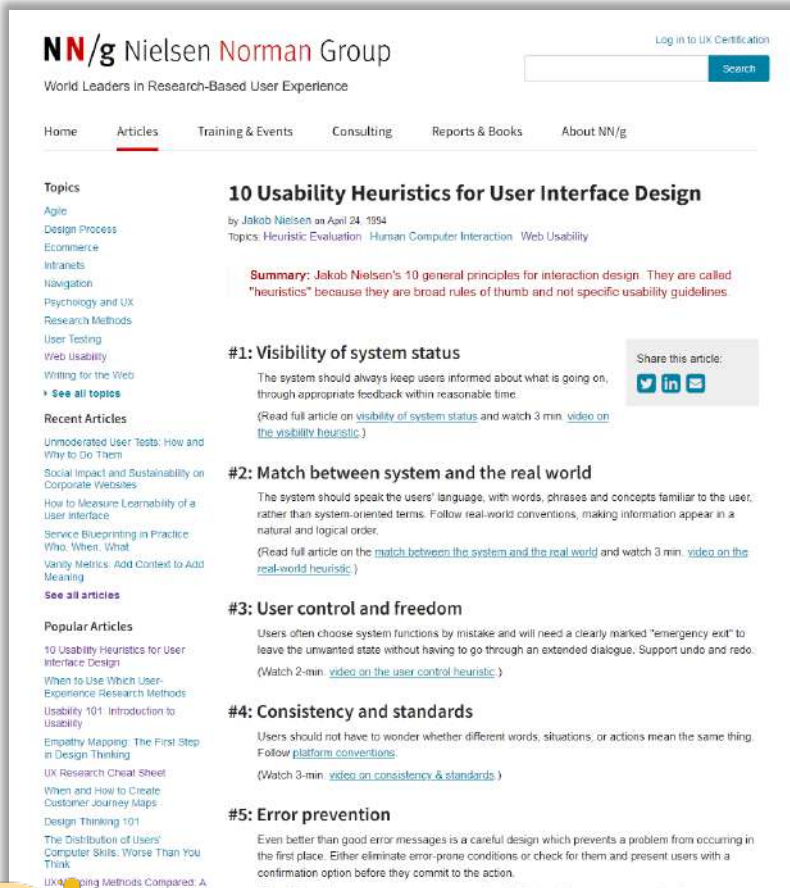
11 videos • 9,192 views • Last updated on Oct 6, 2019

The 10 basic principles for designing a good user experience: these have remained true for decades, since they were introduced for heuristic evaluation of user interfaces. More info: <https://www.nngroup.com/articles/ten-...>

#UX #HeuristicEvaluation

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- 1 Usability Heuristic 1: Visibility of System Status (2:37)
- 2 Usability Heuristic 2: Match Between the System and the Real World (3:09)
- 3 Usability Heuristic 3: User Control & Freedom (2:16)
- 4 Usability Heuristic 4: Consistency and Standards (2:38)
- 5 Usability Heuristic 5: Error Prevention (2:52)
- 6 Usability Heuristic 6: Recognition vs. Recall in User Interfaces (2:49)
- 7 Usability Heuristic 7: Flexibility and Efficiency of Use (2:56)
- 8 Usability Heuristic 8: Aesthetic and Minimalist Design (1:58)
- 9 Usability Heuristic 9: Help Users Recognize, Diagnose and Recover from Errors (2:20)
- 10 Usability Heuristic 10: Help & Documentation (2:47)



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## 10 Usability Heuristics for User Interface Design

by Jakob Nielsen on April 24, 1994

Topics: Heuristic Evaluation Human Computer Interaction Web Usability

**Summary:** Jakob Nielsen's 10 general principles for interaction design. They are called "heuristics" because they are broad rules of thumb and not specific usability guidelines.

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### #1: Visibility of system status

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

(Read full article on [visibility of system status](#) and watch 3 min. [video on the visibility heuristic.](#))

### #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.

(Read full article on the [match between the system and the real world](#) and watch 3 min. [video on the real-world heuristic.](#))

### #3: User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

(Watch 2-min. [video on the user control heuristic.](#))

### #4: Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow [platform conventions](#).

(Watch 3-min. [video on consistency & standards.](#))

### #5: 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 check for them and present users with a confirmation option before they commit to the action.

Popular Articles

- 10 Usability Heuristics for User Interface Design
- When to Use Which User-Experience Research Methods
- Usability 101: Introduction to Usability
- Empathy Mapping: The First Step in Design Thinking
- UX Research Cheat Sheet
- When and How to Create Customer Journey Maps
- Design Thinking 101
- The Distribution of Users' Computer Skills: Worse Than You Think
- UX Research Methods Compared: A



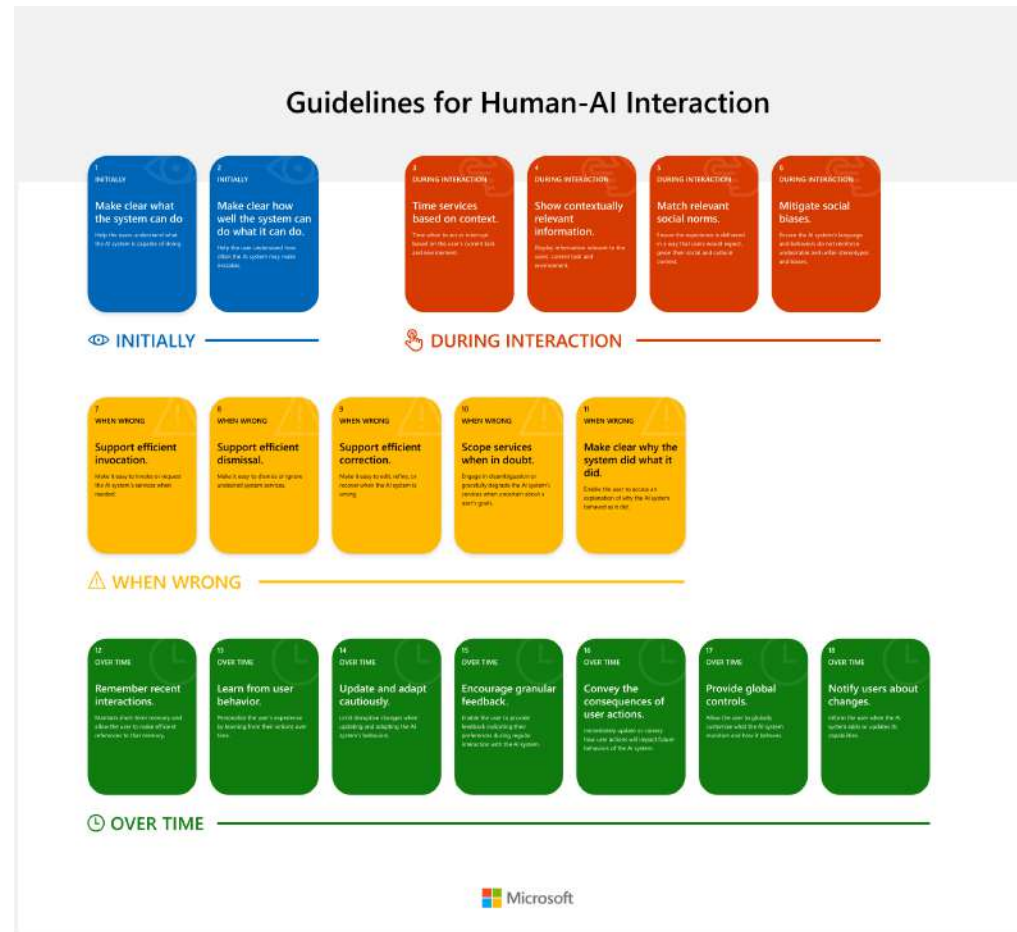
[https://www.youtube.com/playlist?list=P\\_LJOFJ3Ok\\_idtb2YeifXlG1-TYoMBLoG6l](https://www.youtube.com/playlist?list=P_LJOFJ3Ok_idtb2YeifXlG1-TYoMBLoG6l)



<https://www.nngroup.com/articles/ten-usability-heuristics/>



# “Custom” Heuristic Evaluations: Guidelines for Human-AI Interaction



By Microsoft Research: <https://www.microsoft.com/en-us/research/project/guidelines-for-human-ai-interaction/>

# “Custom” Heuristic Evaluations: Guidelines for Human-AI Interaction

2  
INITIALLY

Make clear how well the system can do what it can do.

Help the user understand how often the AI system may make mistakes.

EXAMPLE IN PRACTICE

Discover new music from artists we think you'll like.  
Refreshed every Friday.

▶ Play    ⌘ Shuffle

Never Not  
Lauv

Forget to Forget

The recommender in **Apple Music** uses language such as "we think you'll like" to communicate uncertainty.

Make clear how well the system can do what it can do. 2

# “Custom” Heuristic Evaluations: Guidelines for Human-AI Interaction


6  
DURING INTERACTION

## Mitigate social biases.

Ensure the AI system's language and behaviors do not reinforce undesirable and unfair stereotypes and biases.

EXAMPLE IN PRACTICE

Do you want to meet h



The predictive keyboard for **Android** suggests both genders when typing a pronoun starting with the letter “h.”

Mitigate social biases. 6

# “Custom” Heuristic Evaluations: Guidelines for Human-AI Interaction

9  
WHEN WRONG

## Support efficient correction.

Make it easy to edit, refine, or recover when the AI system is wrong.

EXAMPLE IN PRACTICE

All Images Videos Maps

757,000 Results Any time ▾

Including results for [keanu reeves](#).  
Do you want results only for keanu reaves?

When **Bing** automatically corrects spelling errors in search queries, it provides the option to revert to the query as originally typed with one click.

Support efficient correction. 9

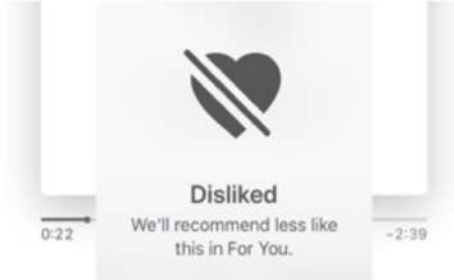
# “Custom” Heuristic Evaluations: Guidelines for Human-AI Interaction

16  
OVER TIME

Convey the consequences of user actions.

Immediately update or convey how user actions will impact future behaviors of the AI system.

EXAMPLE IN PRACTICE



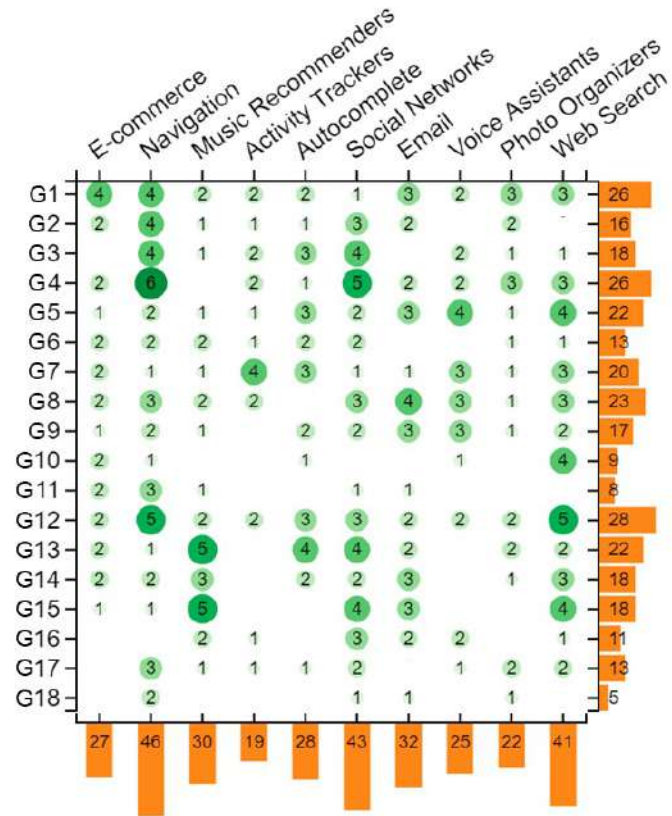
Upon tapping the like/dislike button for each recommendation in **Apple Music**, a pop-up informs the user that they'll receive more/fewer similar recommendations.

Convey the consequences of user actions. 16

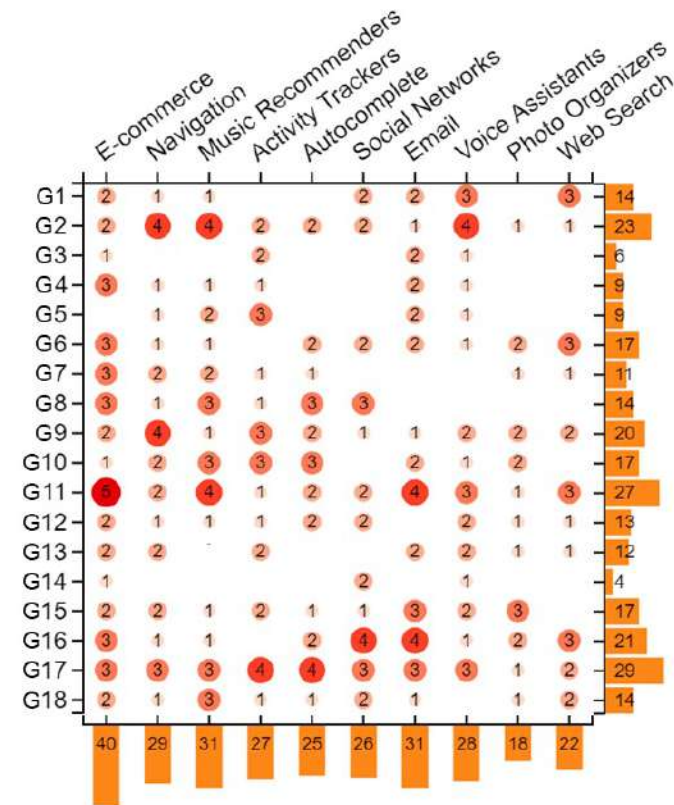
# “Custom” Heuristic Evaluations: Guidelines for Human-AI Interaction

- Each participant was assigned to an AI-driven feature of a product they were familiar with and asked to find examples (applications and violations) of each guideline;
- For each guideline, researchers asked participants first to determine if it “does not apply” to their assigned feature (i.e., irrelevant or out of scope).
- If relevant, researchers asked participants to provide their examples of applications and violations of the guideline, rating the extent of the application or violation on a 5-point semantic differential scale from “clearly violated” to “clearly applied,” along with an explanation of the rating.

# “Custom” Heuristic Evaluations: Guidelines for Human-AI Interaction



Counts of “clear application” or “application”



Counts of “clear violation” or “violation” responses.

# Acknowledgements and Thanks

- Slides on heuristic evaluation are from the Human-Computer Interaction course of the Politecnico di Torino (<http://bit.ly/polito-hci>)





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