

KAIST Spring 2025

CS374: Intro to HCI

hci.cstlab.org

Class 07: Heuristic Evaluation and User Testing

2025.03.18

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ADMIN NOTES

- HW1 due next Tuesday by 11:59PM.
- Today in class: 40 mins on Heuristic Evaluation and then Group project work
- 3/20 (Tue)
 - In-class Mini Project Studio
 - Grading criteria and final instructions on the course website
 - Each team gets 10 mins (strict) for presentation + 10 mins Q&A
 - All presentations / write-ups should be in English. Prototypes can include Korean but should be explained in English.
 - Any earlier stage results could be revised based on your design process and team decision.
 - Flexible mapping between Solution ideas (stage 2) →Tasks (stage 3)
 - Reading: Prototype (2/2) + User-centered design
 - No nanoquiz

ADMIN NOTES

- Today will be the last class where slides are uploaded.
- Participation – some great comments on the readings!
- Grading sheets have been sent out for nanoquizzes.
Please contact the TAs with any questions.

ADMIN NOTES

- Design projects: teams have pretty much all been formed by now, which is great!
 - The project ideas are going to need some iteration.
- If you already think you know the needs of your target user population, choose a different project!
- If you already have ideas for a solution, choose a different project!
- For this class, we want you to show that you can learn new needs from an unfamiliar population. That's a core part of the point of user-centered design!

WE INVITED

0:01 / 2:00

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LEARNING OBJECTIVES

After this class, you should be able to...

- Understand how heuristic evaluation works.
- Exercise heuristic evaluation on an actual UI.

Heuristic Evaluation

HEURISTIC EVALUATION

small (3-5) group of UI evaluators (normally experts)

apply usability principles
(heuristics that best capture context)

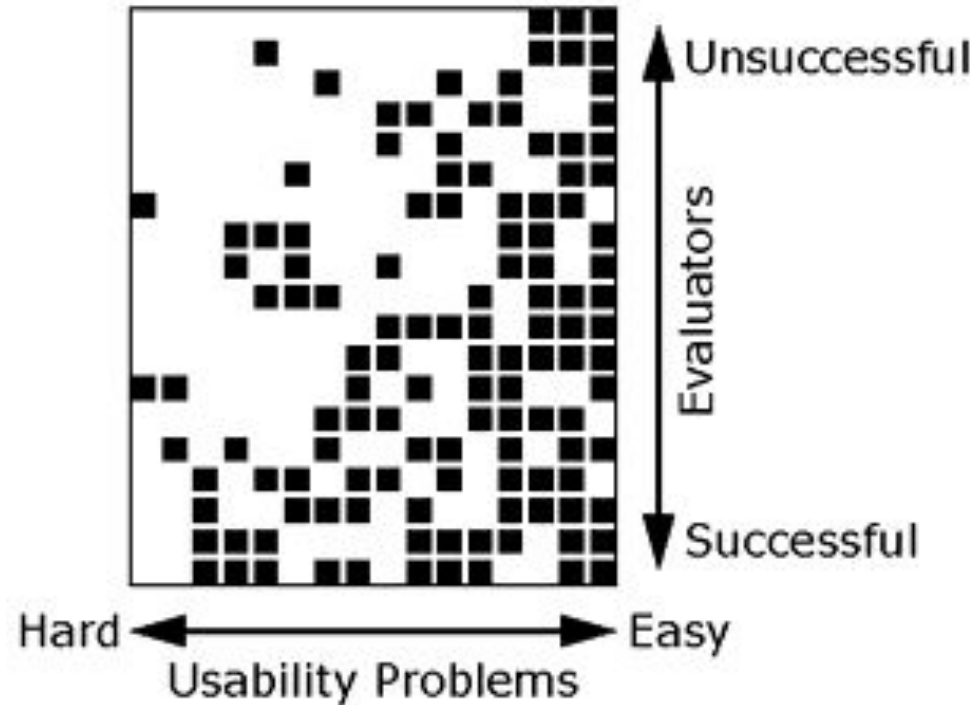
identify usability issues w/ ref to heuristics

HOW DO I DO HEURISTIC EVALUATION?

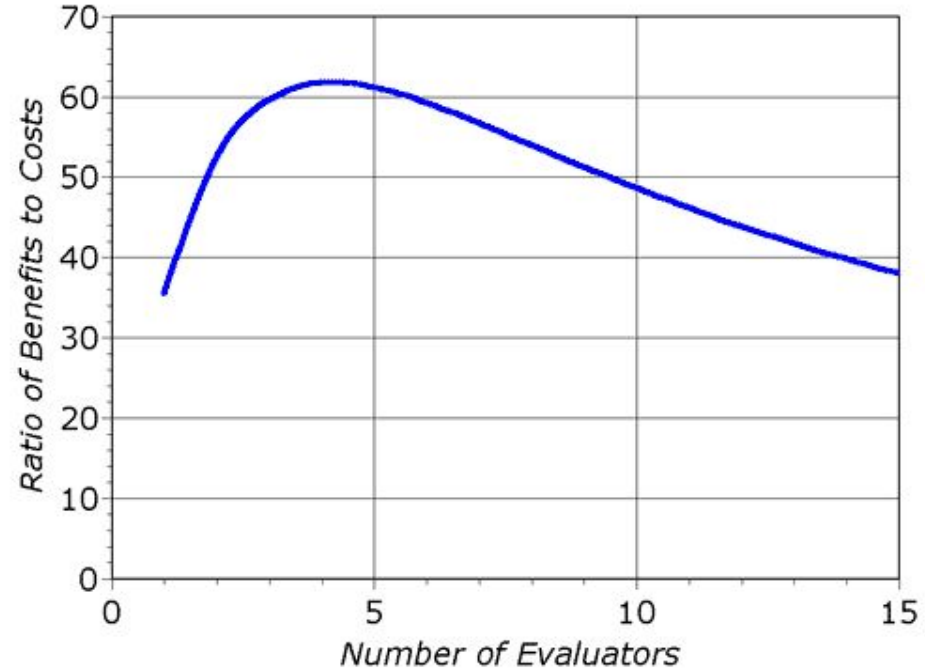
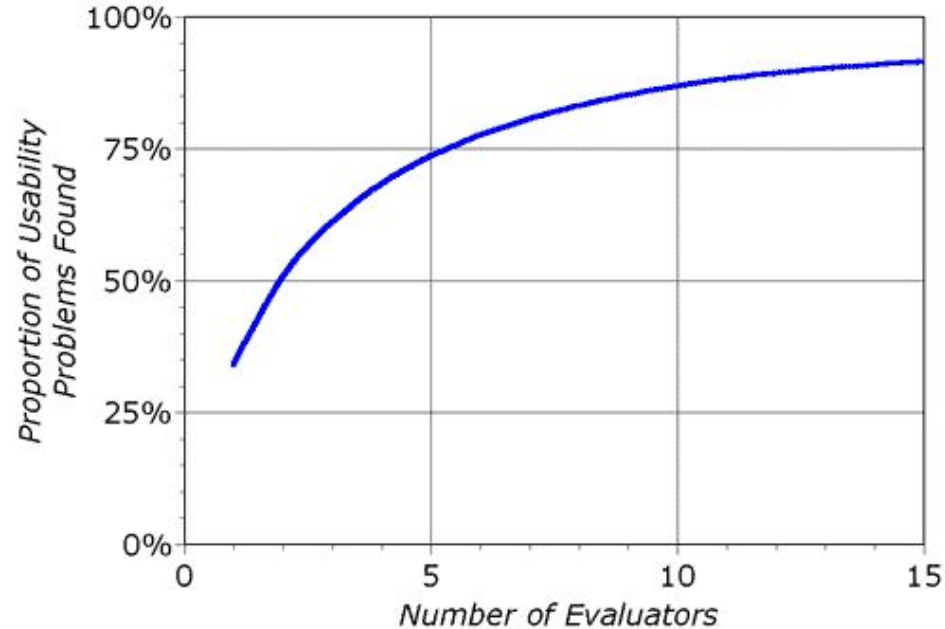
1. Choose a set of heuristics
2. (Multiple evaluators individually) Carefully examine an interface
3. Write notes about anything that violates one of the heuristics

YOU NEED MULTIPLE, BUT NOT TOO MANY EVALUATORS

- Nobody finds everything
- Some find more than others



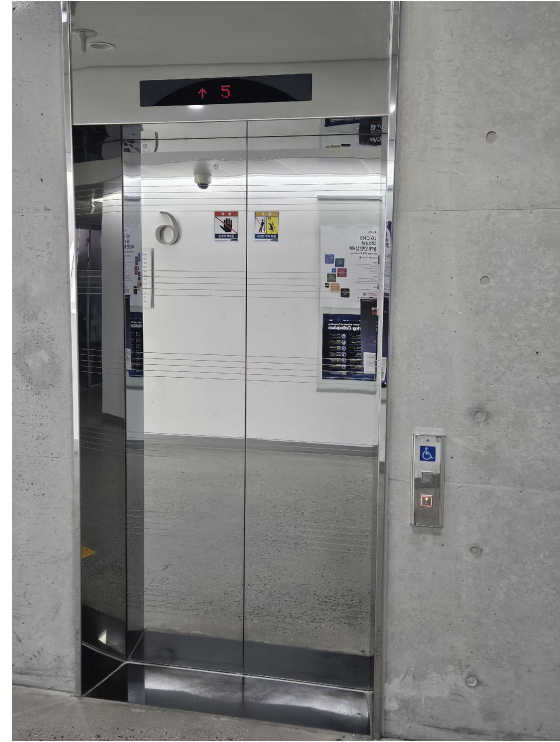
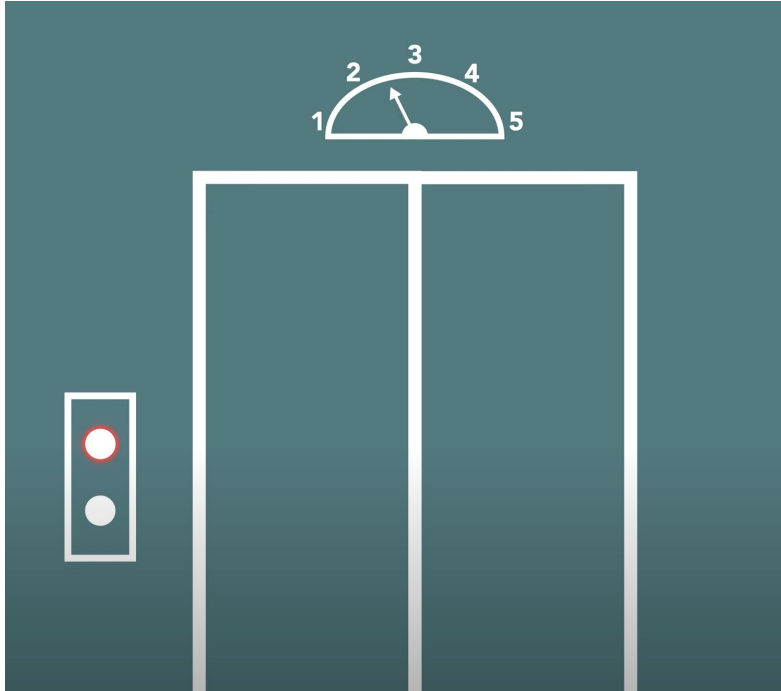
YOU NEED MULTIPLE, BUT NOT TOO MANY EVALUATORS



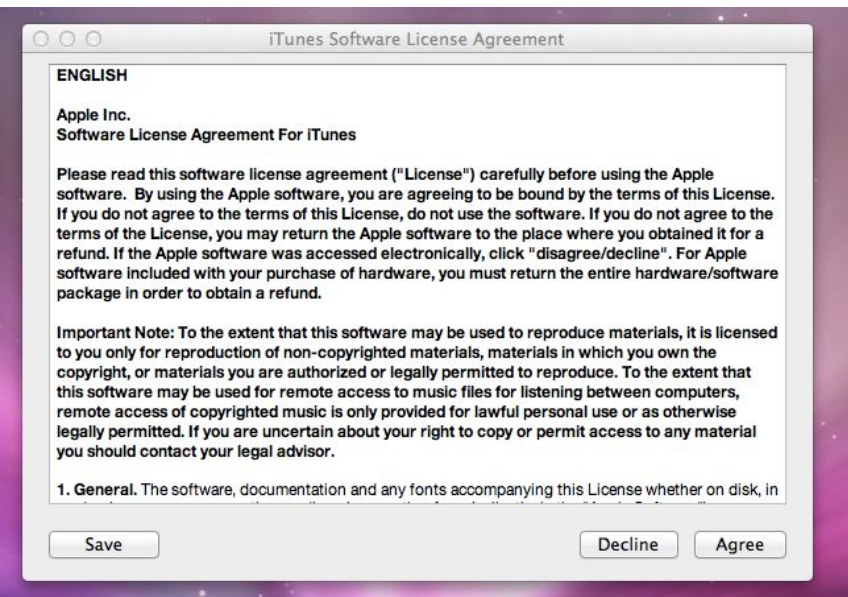
NIELSEN'S HEURISTICS

- Visibility of system status
- Match the real world
- User control & freedom
- Consistency & standards
- Error prevention
- Recognition, not recall
- Flexibility & efficiency
- Aesthetic & minimalist design
- Error reporting, diagnosis, and recovery
- Help & documentation

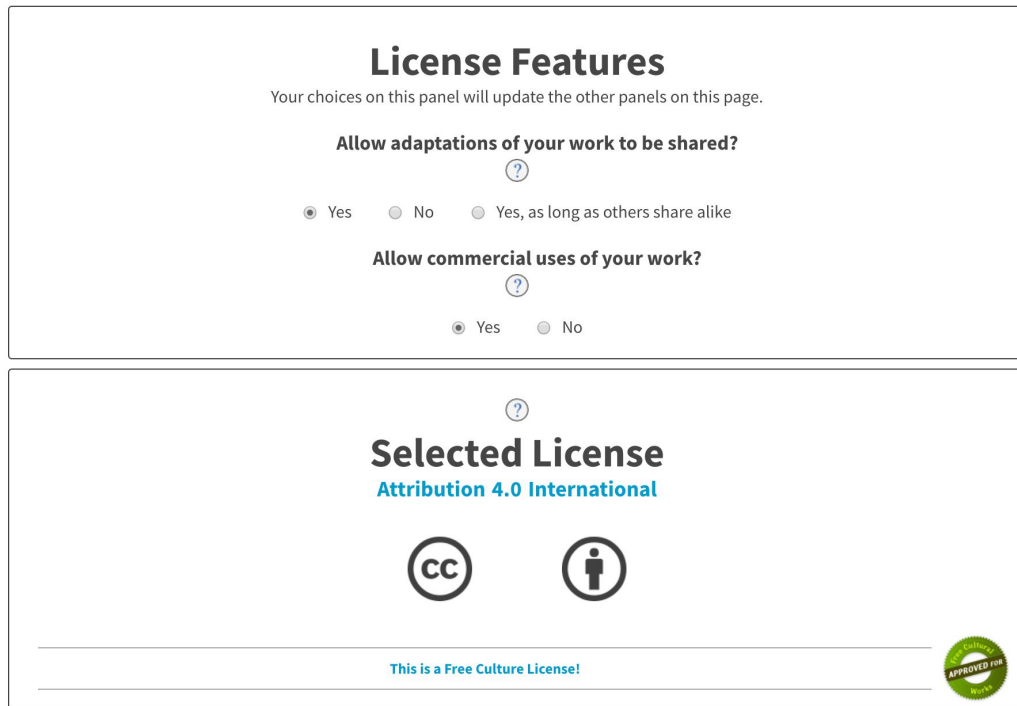
VISIBILITY OF SYSTEM STATUS



MATCH THE REAL WORLD: SPEAK THE USER'S LANGUAGE



Apple



Creative Commons

CONSISTENCY & STANDARDS

The screenshot shows the top portion of a retail website. At the top right, there are browser window controls (minimize, maximize, close) and a search icon (magnifying glass). Below this is a navigation bar with a search input field on the left containing the text "ou find today?". To the right of the search field are links for "Log In / Sign Up" and a "Cart" button with a shopping cart icon. Below the navigation bar is a horizontal menu with the following categories: SHOES, BAGS & ACCESSORIES, BEAUTY, MEN, KIDS, HOME, GIFTS, and CLEARANCE. Below the menu are two promotional banners. The first banner is for Madewell, featuring an image of two women on the left and a collection of t-shirts on the right. The text reads "Madewell Starting at \$15" with a "Shop Now" link. The second banner is for Johnny Was, featuring an image of a woman sitting on a chair on the right. The text reads "JOHNNY WAS UP TO 60% OFF | FLASH EVENT" with a "CLOTHING INCL. PLUS" link.

ou find today?

Log In / Sign Up

Cart

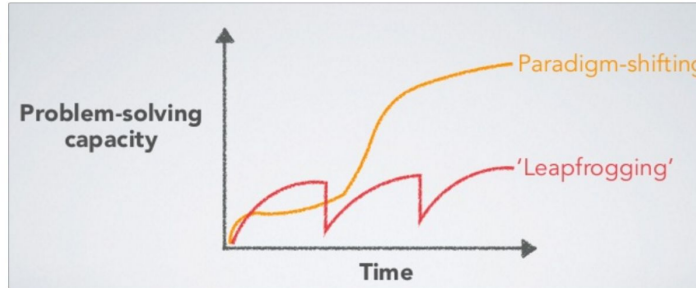
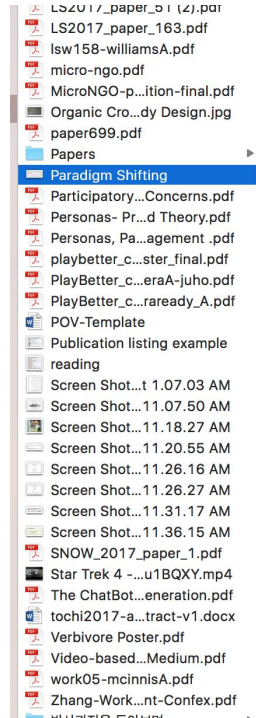
Free Shipping on Orders Over \$100*
45-Day Returns to Nordstrom Rack

SHOES BAGS & ACCESSORIES BEAUTY MEN KIDS HOME GIFTS CLEARANCE

Madewell
Starting at \$15
[Shop Now](#)

JOHNNY WAS
UP TO 60% OFF | FLASH EVENT
[CLOTHING INCL. PLUS](#)

RECOGNITION, NOT RECALL: USE PREVIEWS & PROVIDE INFORMATION SCENT



Paradigm Shifting

Portable Network Graphics image - 626 KB

Created Sunday, May 15, 2016 at 4:05 PM

Modified Sunday, May 15, 2016 at 4:05 PM

Last opened Sunday, May 15, 2016 at 4:05 PM

Dimensions 1228 × 502

[Add Tags...](#)

ACTIVITY: HEURISTIC EVALUATION

- Using Nielsen's heuristics, you'll perform a heuristic evaluation on an actual website.
- If you need a reminder about the heuristics, you can reference this workbook: yellkey.com/never
- Work individually.
- Submit at least three! The more the better.
- 8 mins

yellkey.com/both