

After the evaluators are briefed, the evaluation phase can begin. Evaluators will use the displays freely to gain a feel for the methods of interaction and scope. They will then find elements of the display to evaluate. The next stage evaluators will apply the chosen heuristics to the elements of the display. They will assess if the elements fit in the overall design. After this stage any problems will be noted by evaluators. Then finally the debriefing session will occur. This will allow a complete list of problems to be compiled, therefore solutions can be formed based on the list. As previously mentioned this allows the exhibit to find issues before implementing the display into the real world.

I would recommend a cognitive walkthrough as the evaluation strategy for an AR application. This strategy starts by defining the task or tasks the user will carry out. This type of test will help align the Stockholm displays with their users' needs. The next step is to acquire participants, which can be internal or external. After this stage you can create both specific and general tasks, making the evaluation unbiased. The next stage is to start the walkthrough and record results using success or failure as criteria. The AR application will either pass or fail goals, judged by participants. The last stage will be to survey participants after the walkthrough; this is where you can ask them for specific details regarding their experience.