

Q2. My recommended interface evaluation strategy
a) would be heuristic evaluation. However, questionnaires and log analysis could be used. Prior to applying heuristics, it is essential to have a good grasp of the users profile and task. User profile comprises a description of the user frequency of use (once in a lifetime or every day), familiarity with technology, gender, age, training and more. I would then get 3 to 5 independent evaluators that share the list of heuristics, user profile and tasks. Each one of them evaluates the user interface during one or two hours separately. Share the findings together and rate each problem in terms of low, medium and high impact. High impact problems prevent users from performing their tasks while low impact might be an aesthetic impact or nice to have feature. Heuristic evaluation has the advantage of being quick and generally less expensive to perform than user testing but the outcomes depend heavily on the experience of testers.