

CUE-9

Comparative Usability Evaluation-9
Overview

The Evaluator Effect
or "What You Get is What YOU See"

Workshop: Chemnitz, Germany
Sunday 11 September 2011

CUE-9: The Evaluator Effect

A UNIQUE OPPORTUNITY TO ASSESS AND IMPROVE YOUR USABILITY TESTING SKILLS

CUE-9 will assemble a number of experienced usability professionals to discuss the state-of-the-art in usability evaluation based on a common experience in evaluating a leading edge commercial website, www.U-Haul.com.

Prepare for the workshop:

- Watch five 30-minute videos from usability test sessions,
- Write a short, anonymous report about your findings,
- Submit your report,
- Read similar reports written by other experienced professionals,

At the workshop:

- Compare and discuss findings. Learn from the similarities and differences.

The Evaluator Effect names the observation that usability evaluators who analyze the same usability test sessions often identify substantially different sets of usability problems.

KEY WORKSHOP QUESTIONS

- What is truth, interpretation, and opinion in usability testing?
- What causes the Evaluator Effect? How can we manage it?
- How do professionals build consensus about results?

ABOUT THE WORKSHOP

CUE-9 will take place in August-September 2011, ending with a workshop held on Sunday 11 September 2011 in Chemnitz, Germany. The workshop is part of the German Usability Professionals 2011 conference, uebermedien.org.

The workshop language will be German; some of the documentation and slides may be in English.

You must invest 10-25 hours in preparation for the workshop.

Your CUE-9 reports must be handed in before 29 August 2011. For more details about the reports, read the Detailed Description of CUE-9.

INTERESTED?

Do you want to participate in this unique event?

Sign up for the workshop on uebermedien.org – Tutorial UPA 06

For a more detailed description of CUE-9, please read the Detailed Description of CUE-9 available on www.dialogdesign.dk/CUE-9.htm

Questions? Contact Rolf Molich, cue-9@dialogdesign.dk.