Usability with a twist: A conceptual model for including emotions into User Interface evaluation

Eleni Chalkia

CERTH/ HIT

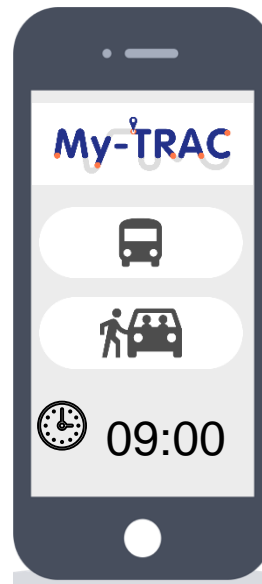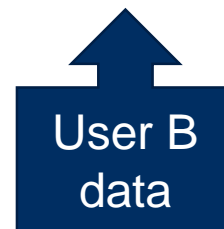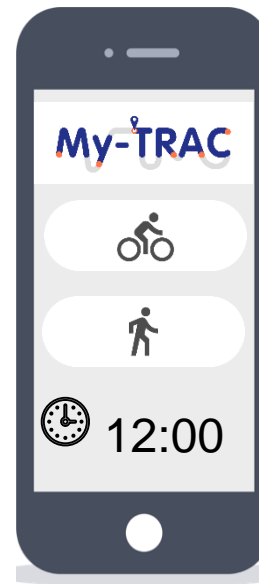**7th HUMANIST Conference – 26 & 27 October 2021 – Rhodes, Greece**

HELLENIC INSTITUTE OF TRANSPORT

Humanist
Virtual Centre of Excellence

Personalised Traveller companion

Content Personalisation

Experience A   Experience B
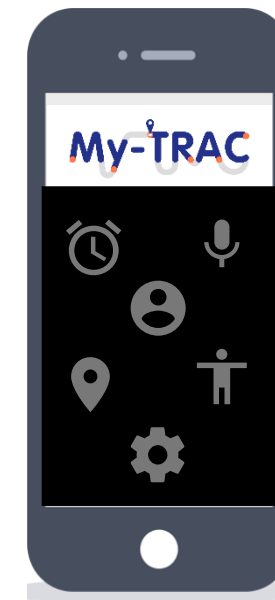
UI Personalisation

Experience A   Experience B
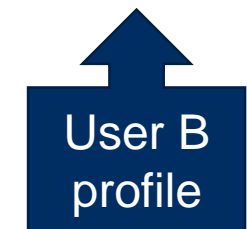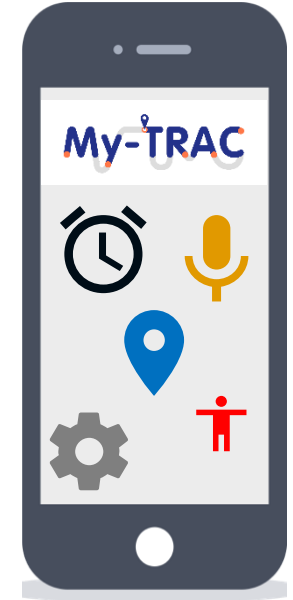
Users' Centered Approach
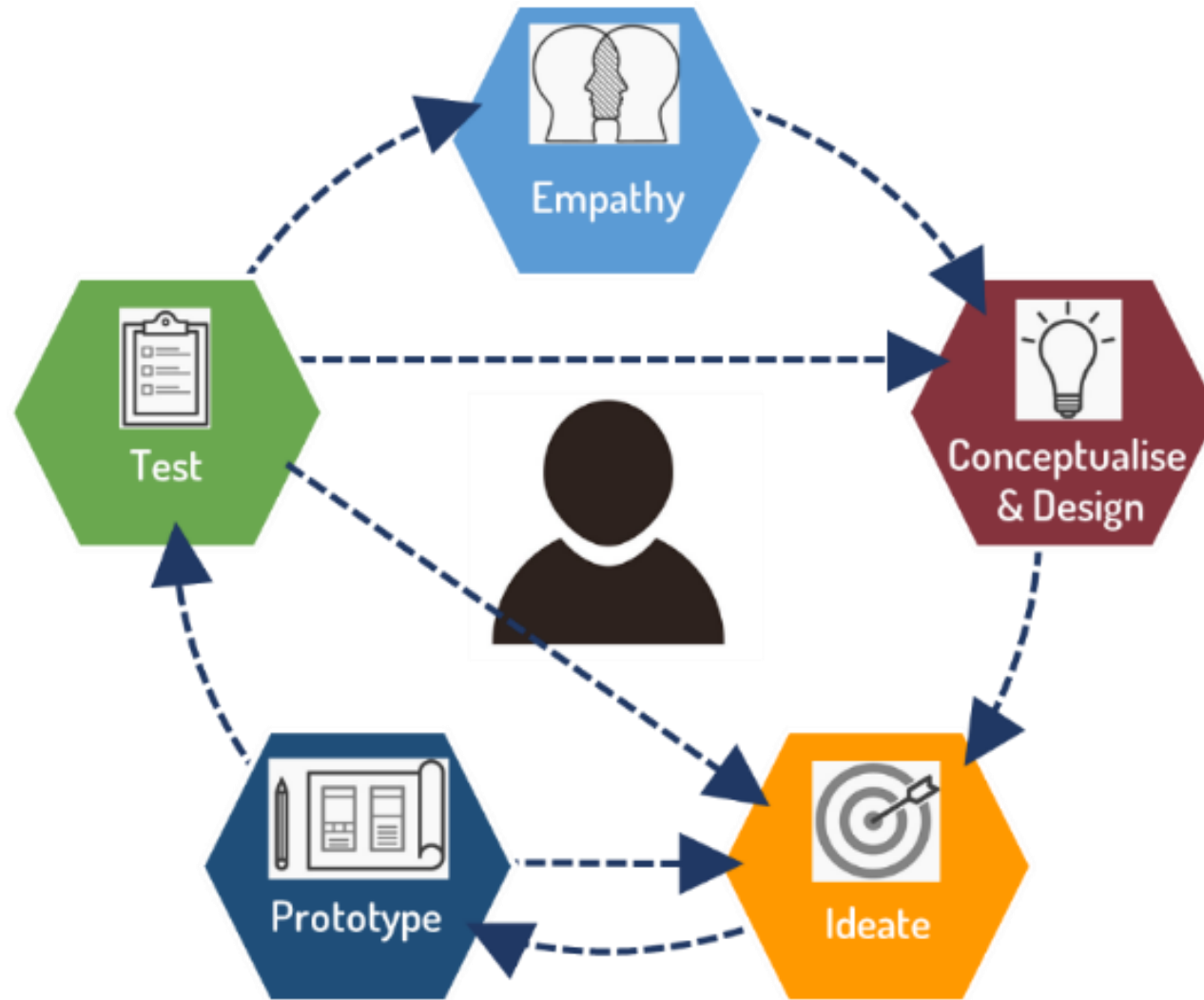
Users' feedback

from personas

to real users

My-TRAC

5 personas

40 real users

Humanist
Virtual Centre of Excellence

HELLENIC INSTITUTE
OF TRANSPORT

Usability testing Scope

Can real users use my app??

Developer
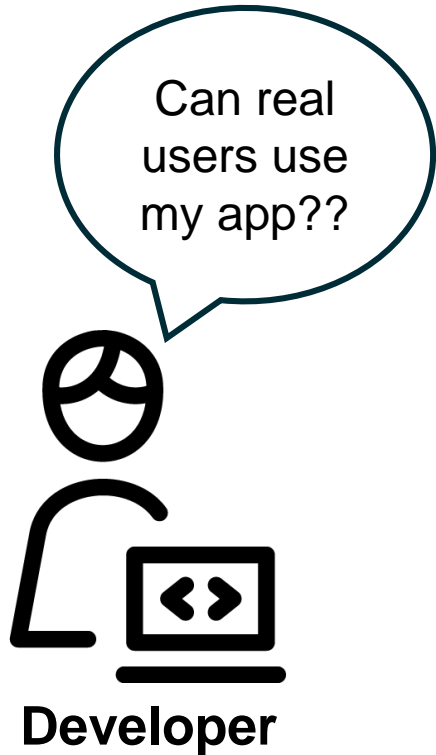
ISO standard 9241 Chapter

"the _extent to which a product can be used by specified users to achieve specified goals with_ **effectiveness, efficiency** _and_ **satisfaction** _in a specified context of use_"

WHY Usability

Uncover Problems
in the design

Discover Opportunities
to improve the design

Learn About Users
behavior and preferences

Humanist
Virtual Centre of Excellence

HELLENIC INSTITUTE
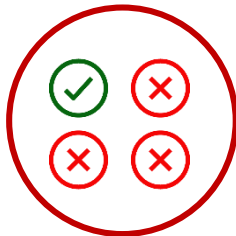OF TRANSPORT

Scope of My-Trac users' testing

Validate our prototype

My-Trac meets users' expectations

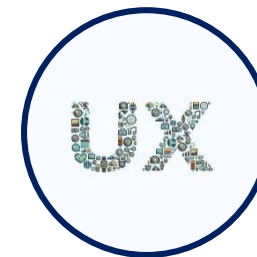Complement and illuminate other data points

Catch minor errors

Develop empathy

Provide a better user experience

Humanist
Virtual Centre of Excellence

HELLENIC INSTITUTE OF TRANSPORT

Usability & User Experience (UX) goals

System performance

Satisfaction

Task achievement

User Experience

Usability

User feedback

UI

Learnability

Efficiency

Joy of use

Humanist
Virtual Centre of Excellence

HELLENIC INSTITUTE
OF TRANSPORT
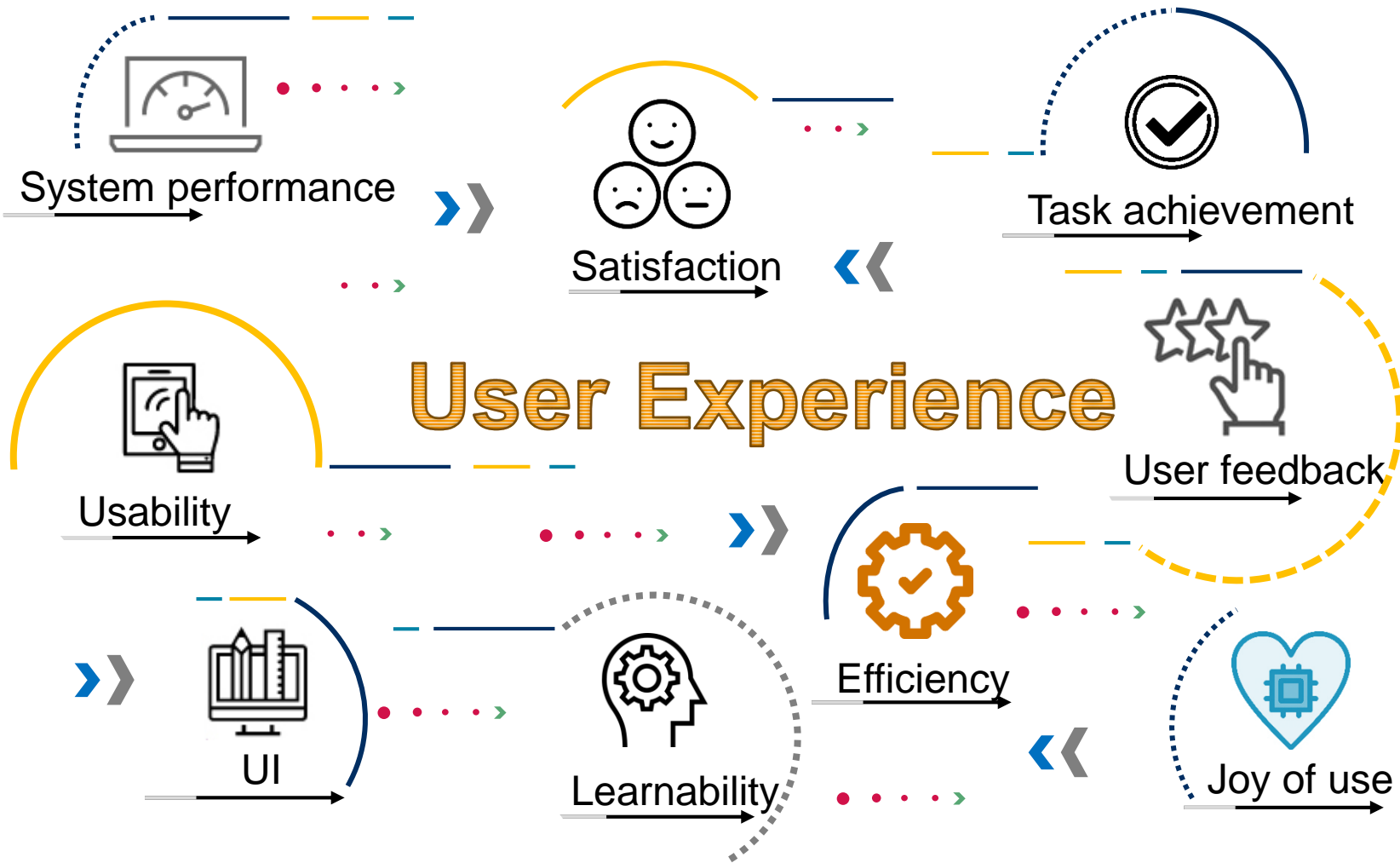
My-Trac user testing hybrid approach

Instrumental Qualities

Non Instrumental Qualities

Emotional Aspects

System Appraisal

User Interaction

USABILITY + DESIGN ELEMENTS + Subjective feelings =
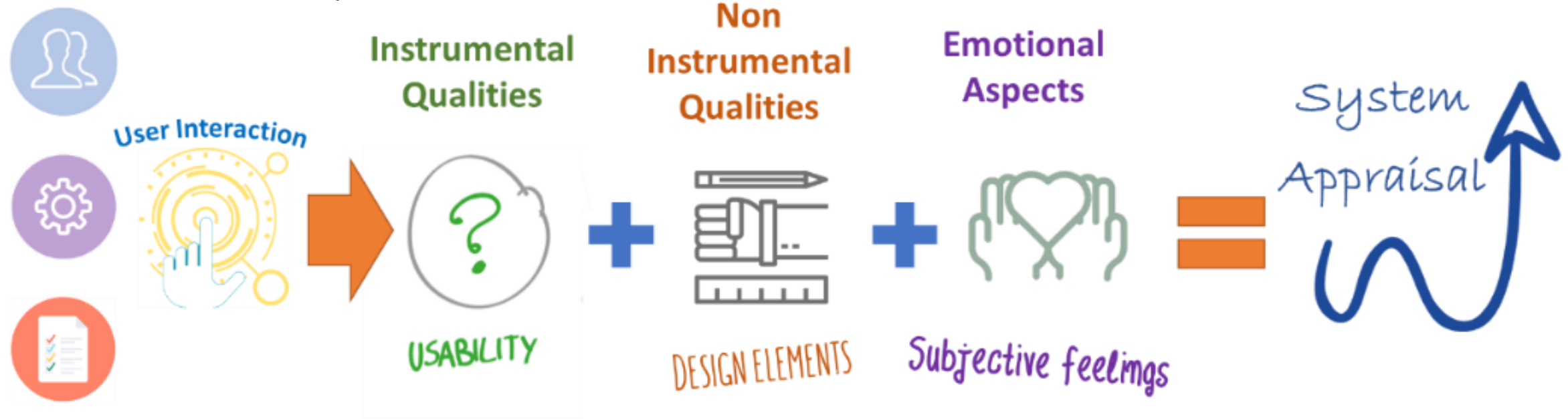
Measuring from all perspectives

Subjective measures

Perceived usability

System Usability Scale (SUS)

Single Ease Question (SEQ)

Affect

Self-Assessment Manikin (SAM) Test

Attractiveness

AttrakDiff 2 Lite

Loyalty

Net Promoter Score (NPS)

Objective measures

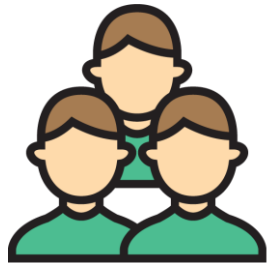Task completion rate

Task completion time

Number of errors

+ Observations
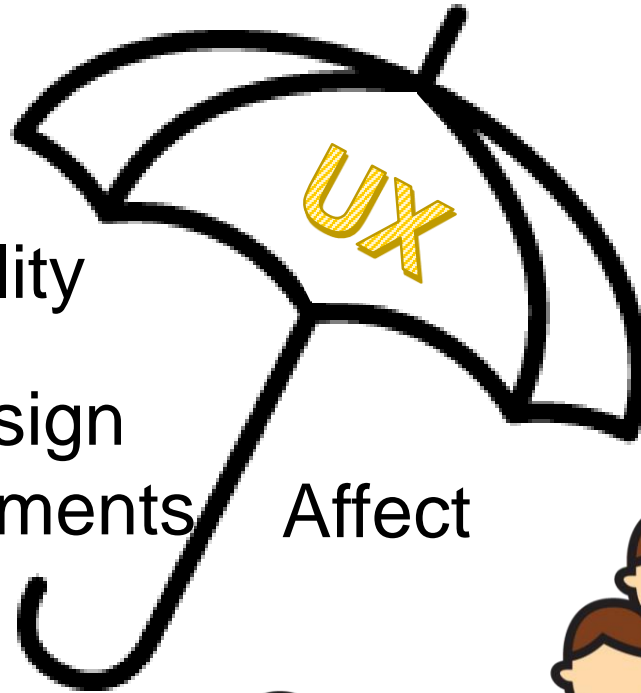
Think Allowed Protocol (TAP)

Conclusions

Usability

Design elements

UX

Affect

Thank you

Eleni Chalkia

hchalkia@certh.gr

7th HUMANIST Conference – 26 & 27 October 2021 – Rhodes, Greece

HELLENIC INSTITUTE
OF TRANSPORT

Humanist
Virtual Centre of Excellence