

Supervision 2 - Interaction Design 2023

1. Analytical Evaluation

Consider the website www.ikea.com/gb/en/.

As the new User Researcher on the team, you have been asked by the product manager to evaluate the usability of the website.

- a) Using the 10 usability heuristics, perform a Heuristic Evaluation. Identify what are the problems with the website and which heuristics are violated for each problem. Rate the severity of each problem and suggest UI redesigns through which the problems could be addressed.
- b) Do a Cognitive Walkthrough to buy something (e.g. a desk lamp). Define the inputs, step through the action sequences, record the important information at each step and make a list of suggestions for revising the UI to solve the issues discovered.

Compare your findings between the two evaluation methods. What differences do you observe?

Create a table that summarises the findings, benefits, costs, and limitations of HE and CW.

2. Evaluation with Users

Consider the same website, www.ikea.com/gb/en/.

Your team is working on a new feature for the product page: showing photos of the product or similar products in real homes. The team has now designed and implemented this feature:



See this or similar products in real homes | @ikeauk



You have been asked to conduct usability testing to evaluate this new feature.

Create a research plan that includes the objectives of the study, the stakeholders, the user research method(s) to be used in the study, participant recruitment, type of data collected and how it will be analysed.

3. Exam question

Take the [2019 exam question 6](#).