

Planning for Usability Data Processing and Analysis

I. Data Processing/Coding Plan:

1. What mechanism/tools will you use to **compile and organize** your data sets?
 - Pre-session interview
 - Post-session interview
 - Test
 - Post-task questionnaire (if applicable)
2. How would you **code** your usability data? What is the layout of your data coding sheet like?
 - Pre-session
 - Post-session
 - Test
 - Post-task questionnaire (if applicable)

II. Data Analysis Plan

3. How would you **analyze** the data?
 - **Performance data**
 - i. Efficiency*
 1. Time on task
 2. Number of clicks
 3. Number of pages/screens
 4. Core efficiency measure = task completion rate/mean time per task
 - ii. Effectiveness:*
 1. Task success
 2. Errors
 3. Ease/difficulty/failed to complete

iii. Further analysis:

1. 70% criteria
2. Source of error analysis
 - A. Transaction problem
 - B. Navigation problem
3. Severity of the problem (example severity scales below)

	1	2	3	4
Severity Scale 1	Irritant	Moderate	Severe	Unusable
Severity Scale 2	No problem	Minor hindrance	Serious problem	Task failure

- **Preference/satisfaction data**

- i. From Post-session interview (& post-task questionnaire, if applicable):
 1. Satisfaction
 2. Usability and usefulness rating
 3. Most confused areas
 4. Difference between the system tested and ideal system
- ii. From Test
 1. Number of hints and prompts
 2. Points of hesitation (how long)
 3. Problem areas:
 - A. labeling/nomenclature
 - B. Navigation
 - C. Search
 - D. Others
 4. What original comments from participants best illustrate ii.3?

III. Data Coding and Analysis Plan

Data Processing/Coding to Be Performed	Person(s) Responsible	Due Date

Data Analysis to Be Performed	Person(s) Responsible	Due Date

Data Analysis to Be Performed	Person(s) Responsible	Due Date