

## Limina Fact Sheet

## Expert UI Evaluation

### Description

Conducting an Expert UI Evaluation is one of the best methods for identifying an actionable set of usability issues based on industry standards and expert analysis.



The Expert UI Evaluation examines an existing product or prototype to evaluate its usability and effectiveness using a series of user experience metrics. Critique is offered from three design perspectives: Visual, Usability, and Interaction.

We produce analysis and recommendations which support building a product engineering roadmap and prioritizing features based on user benefit, business benefit and technical complexity.

Part of the UI Evaluation commonly includes the creation of a user typology that identifies several key attributes and characteristics of the user population. This typology provides insight into the different ways users will interact with a product.

### Methodology

The evaluation is typically conducted over a period of four weeks, focusing on three different areas of design: interaction, user interface, and visual. The evaluation team concentrates on assessing the application from these design perspectives. The resulting deliverable is a comprehensive presentation clearly documenting the issues identified during the evaluation, categorized by type of issue (e.g. Interaction Model, Workspace, Dialog Boxes, Table Design, Iconography, etc). In most cases, in-line recommendations are used to address the issues. When necessary, detailed recommendations are documented using visual mockups. Each user experience issue identified is given a “low”, “medium”, or “high” ranking based on severity, prevalence and user impact.

Each expert UI evaluation results in a project planning session with key stakeholders to build a roadmap and to prioritize new and redesigned features and functionality for the development team.

### UI Evaluation Criteria

#### Task Analysis

- Workflow
- Information Hierarchy (importance of information is represented appropriately)
- Error and Confirmation Messages
- Information Architecture
- Language and terminology

#### Visual Design, look & feel

- Effective Use of Visual Language/Elements (e.g. colors and emphasis)
- Use of Appropriate Information Representation
- Effective use of iconography

#### UI Design

- Efficiency of Use
- Use of Interface Controls
- General Data Visualization
- Windowing and Pane Management
- Layout Consistency & Organization
- Adherence to both Industry & Company UI Standards
- Access to relevant help

### Deliverable

1. Findings and recommendations presentation
2. Select detailed design recommendations
3. Prioritized functionality from usability aspect

### Past Clients

- Applied Biosciences
- BD Biosciences