

UX Evaluation



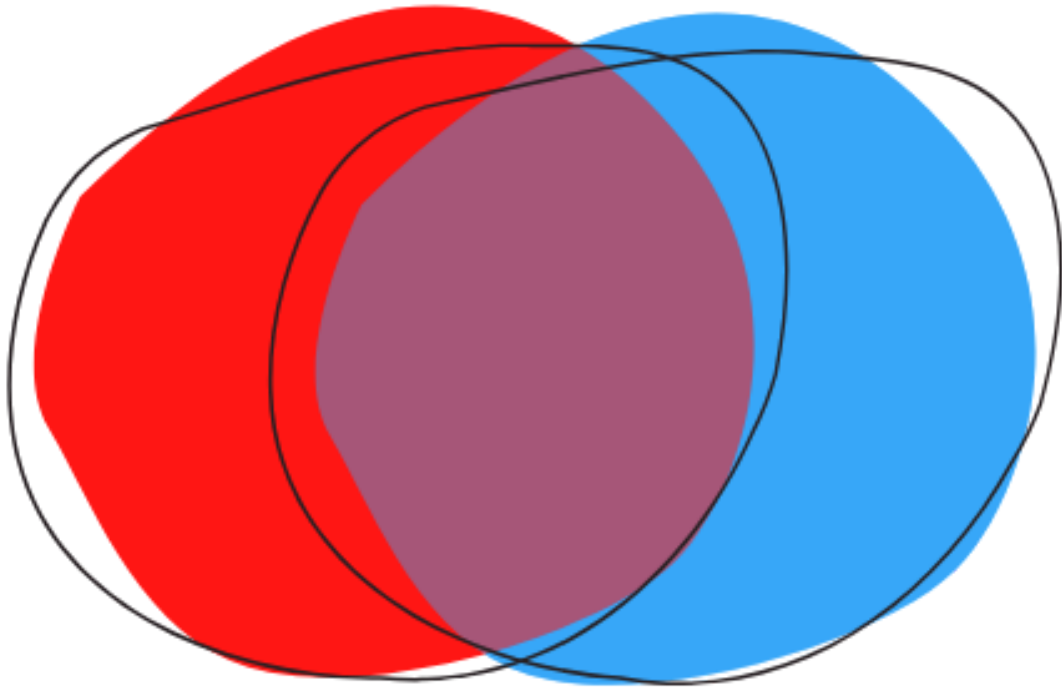
How to
Evaluate
Sooner

**by Changing your
Perspective.**

Chris Lysy - December 1, 2021

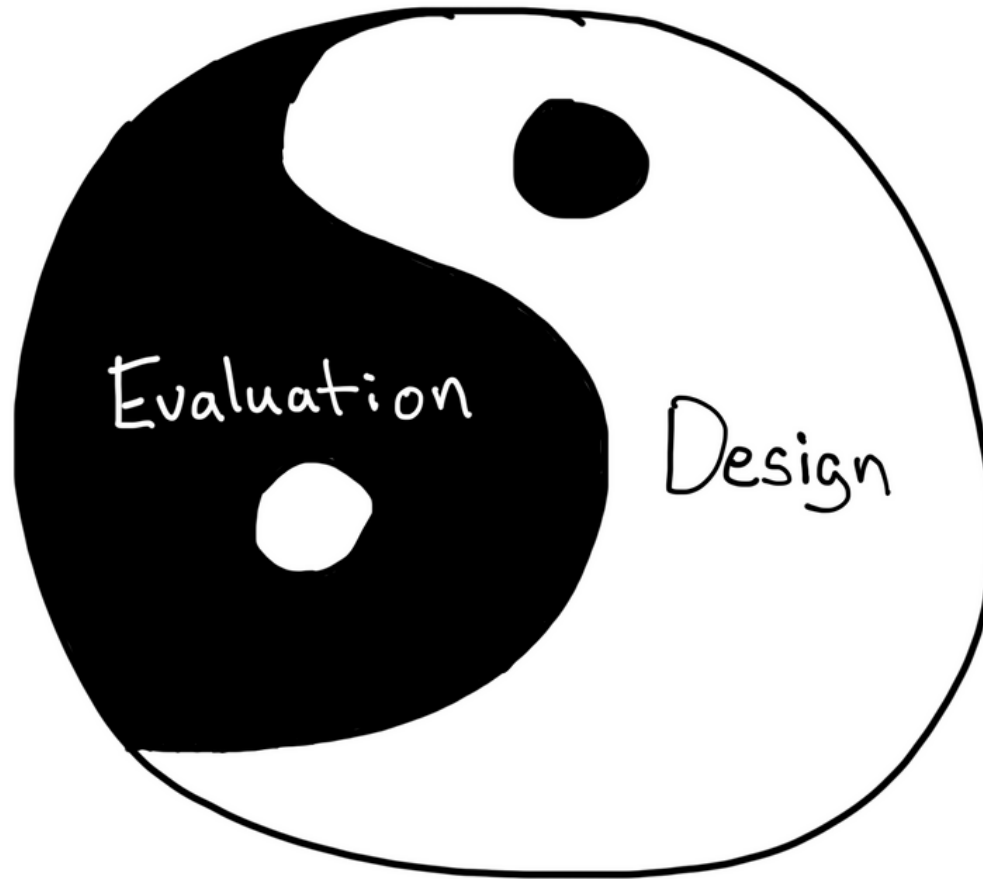
Evaluator

Designer



Chris Lysy







BONUS
includes royalty-free
digital downloads for
personal and
professional use!

The real question
is "what isn't
evaluation?"



freshspectrum

more work by Chris Lysy
visit freshspectrum.com

EVALUATION ILLUSTRATED

This is not a *traditional* textbook.

Cartoons
by Chris Lysy



**But First,
a story.**

At the beginning of every evaluation

I know our
project works



No,
you don't



freshspectrum.com

That's so mean! I mean, it's true, but
it's a little harsh.

No,
you don't



The nerve, of course the project person knows more than the evaluator!

I know our project works





Who is right?

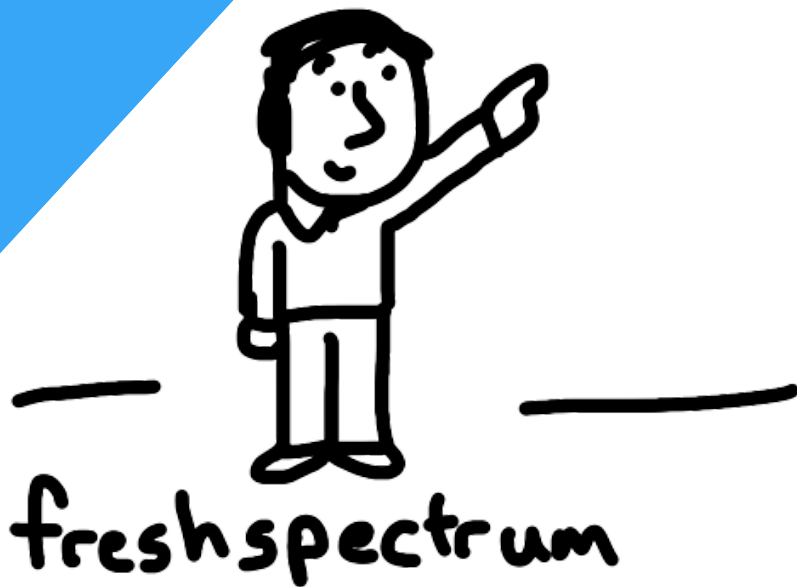


**Sometimes,
evaluation is
just proving to
everybody else
what you
already know.**

**Good
evidence can
help sustain a
good
program.**

**A lack of
evidence can
limit a good
program's
growth.**

PROGRAM DESIGN SIMPLIFIED



It's all about...

**Actions &
Consequences**

Look, it's important that you know your actions have real life consequences.

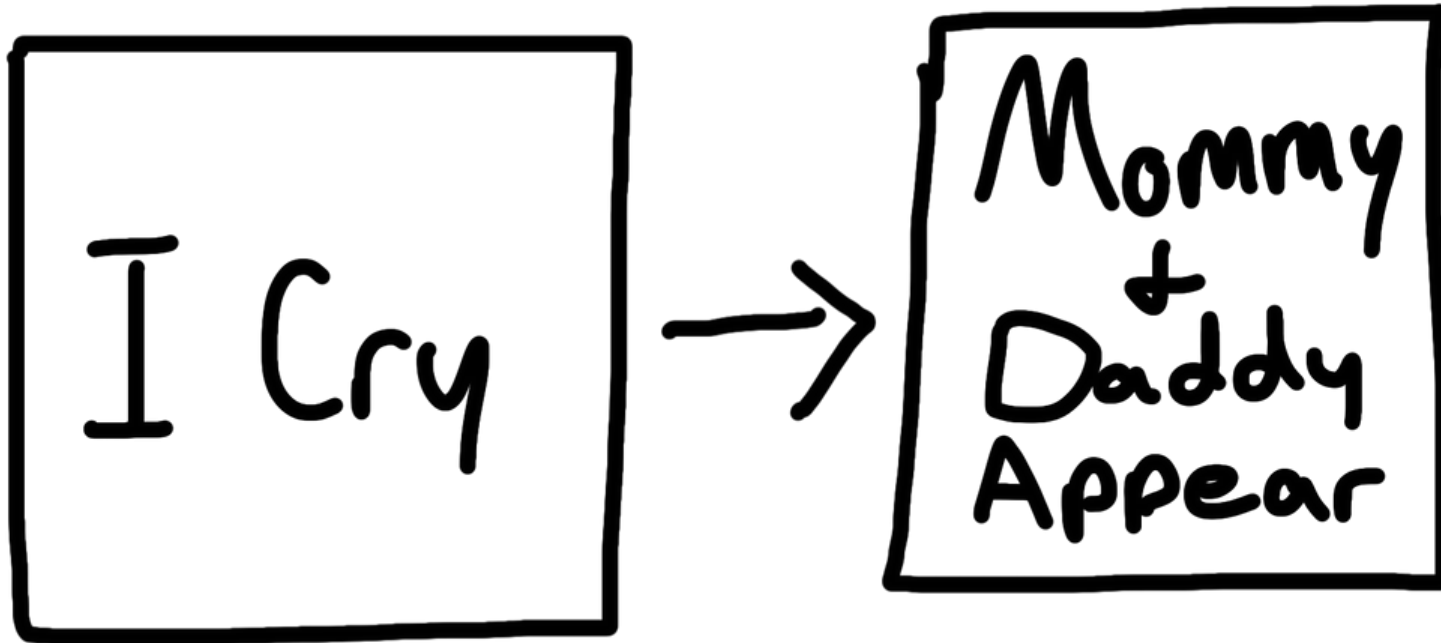


And because of that you can act to change the world for the better.

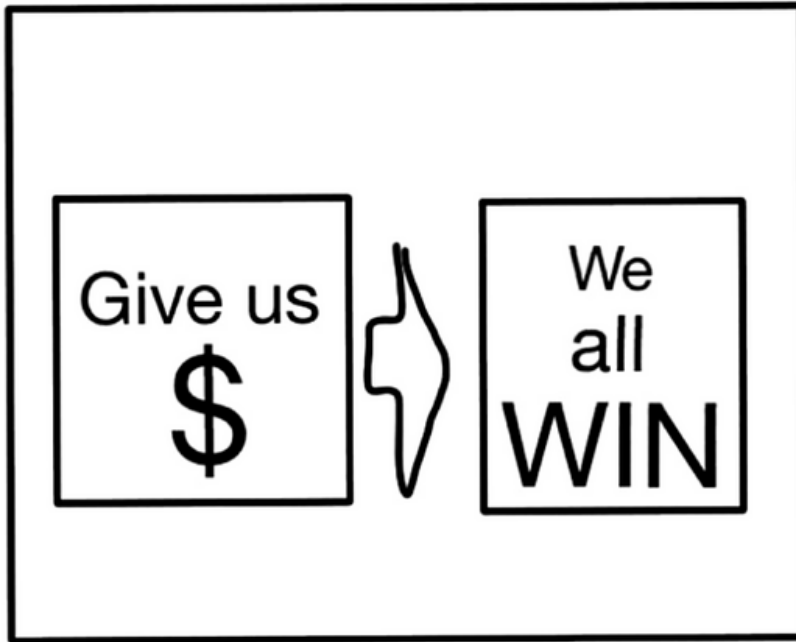


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Baby's first logic model



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Here is our
new simplified
logic model



Pour

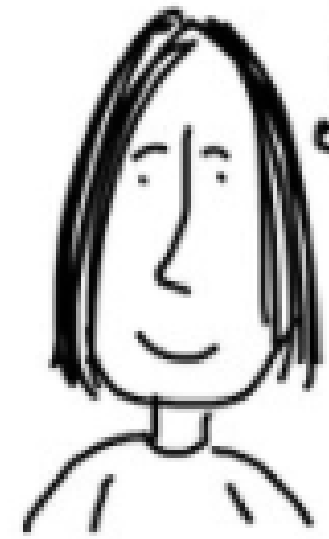


Input

Sip



Output



Outcome



Before we open any gifts, remember, presents are just outputs. It's the outcomes that really matter.

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Research to Practice Reports

Moving the Dial is a series of reports that reviews evidence from research, practice, and lived experience to inform your work with youth in a variety of contexts.

2.2. HIV by the Numbers

36.9 million people

Highly-effective medications mean that someone diagnosed with HIV today can effectively manage the

To provide well-rounded and effective services to youth living with and affected by HIV, it is important that service providers understand how youth come into contact with HIV. Among new youth diagnoses in 2016,

The number of youth diagnosed with HIV is increasing.

Actions



Consequences

The YCJA's emphasis on using extrajudicial measures to divert first time or less serious and non-violent offenders away from the criminal justice system has successfully shifted the focus of the youth justice system from being more punitive to being more rehabilitative.

<https://youthrex.com/rtp-reports/>

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This report provides information for youth sport programmers and practitioners, particularly those working with youth facing barriers, on how to deepen the impact of sport programs by intentionally structuring these programs to support psychosocial development.

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Activity Time

Actions



Consequences

**But how does
this all fit with
evaluation?**

Actions



Consequences

**Process
Evaluation**

**Outcome
Evaluation**

Evaluation Lag



NOT FOR COMMERCIAL USE
Indoor use only
Para uso en interiores únicamente

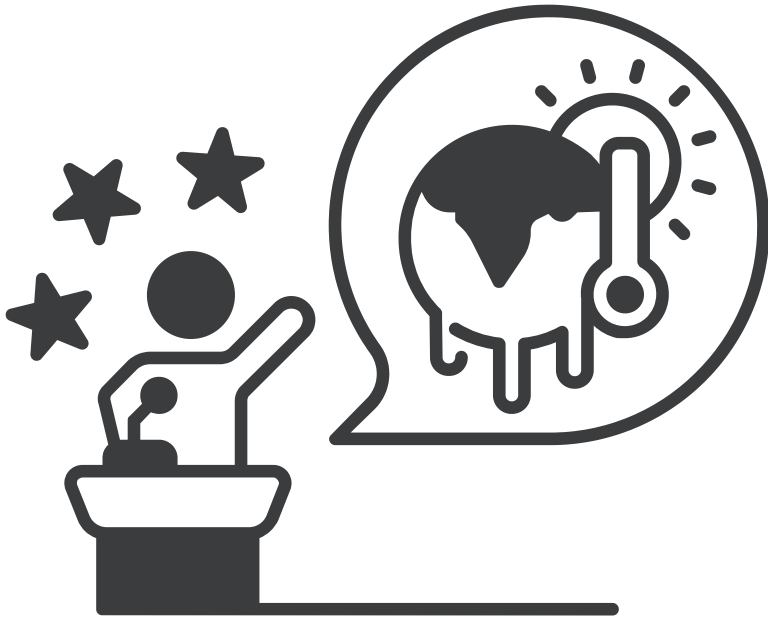
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la empresa.

15/2017

You want me to do what now?



I'm a little too
busy here to be
worried about
evaluation right
now.



Problem



Opportunity



Idea



Actions



Consequences

Actions



Consequences



Changing Context

Ac

ces

But what if evaluation could take less time, responded to changing contexts, and you didn't need to wait until your intervention was truly ready to evaluate?

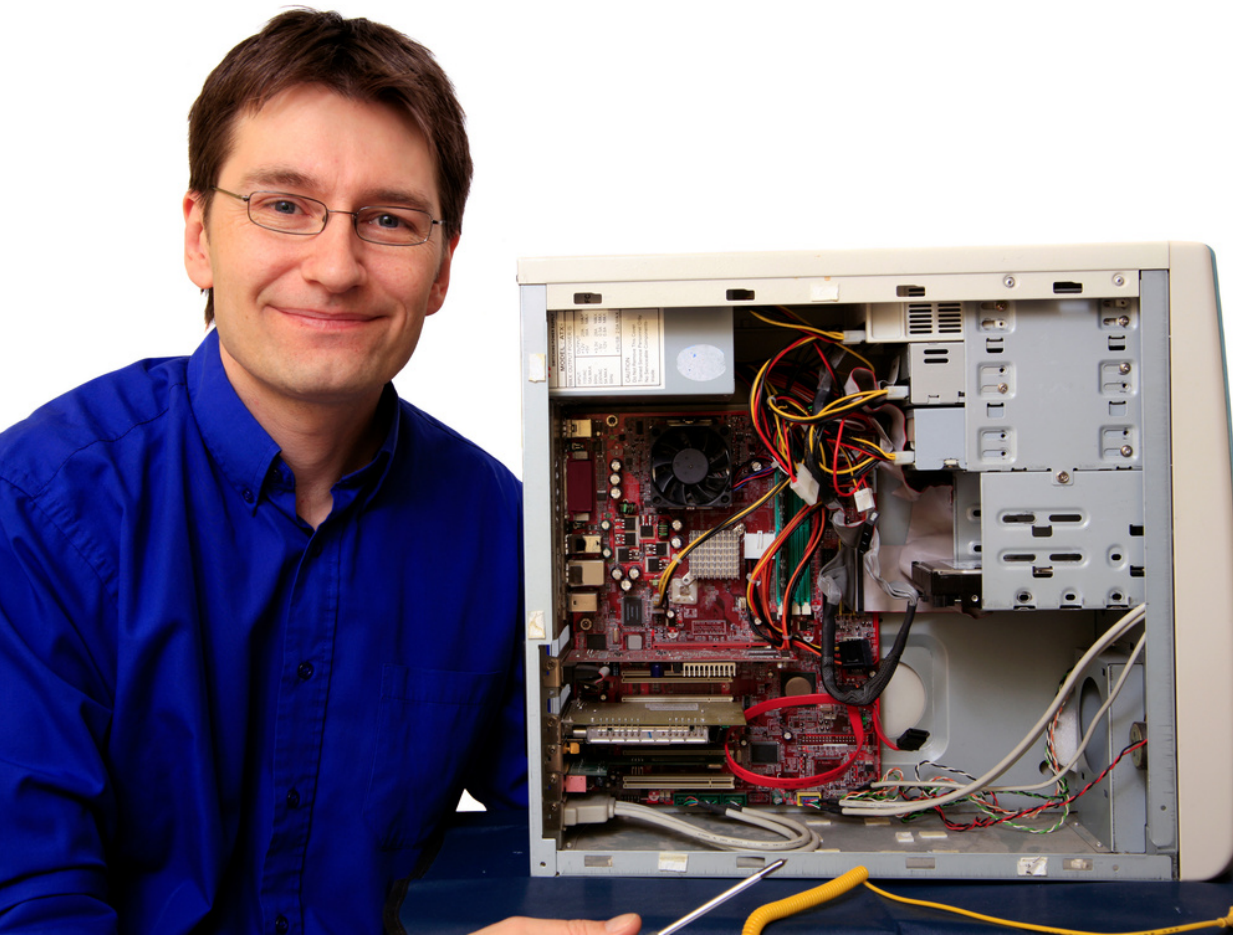




UX DESIGN!

**IN THE
BEGINNING**

**Computer
engineers
making
ugly
websites.**



THEN

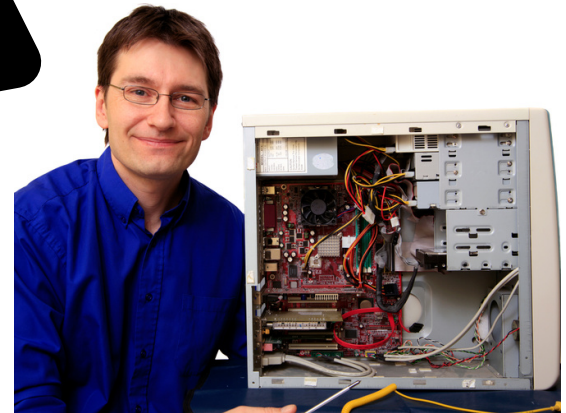
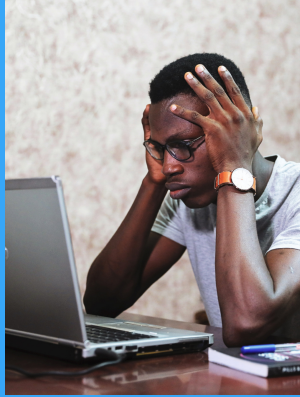
**Graphic
designers
were
brought in
to make the
websites
less ugly.**



BUT



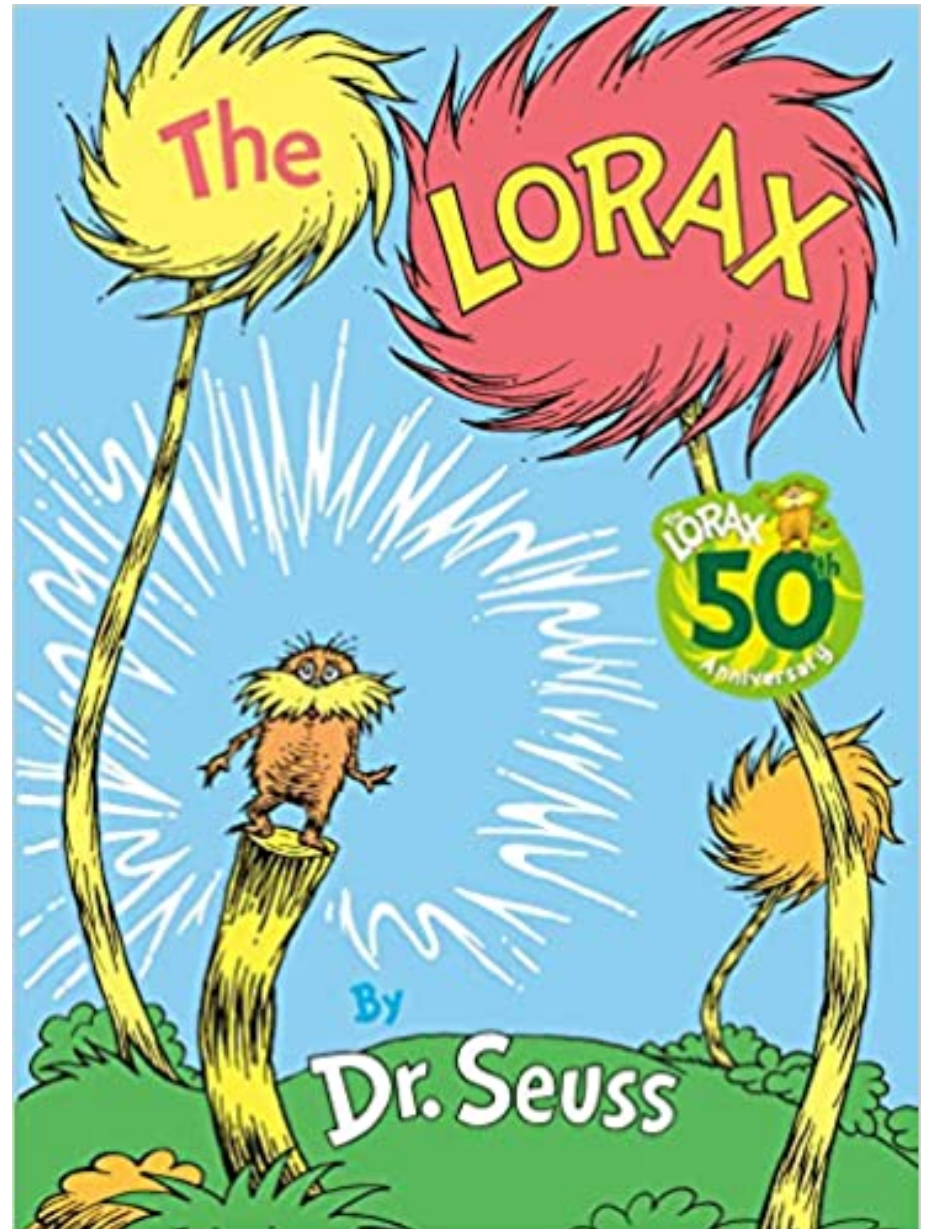
**A website
can be both
functional
and pretty
but still not
be useful.**



**UX
DESIGNER**

UX DESIGNER

Kind of like
the Lorax,
but instead
of trees,
they speak
for the
users.





**w/o
UX**

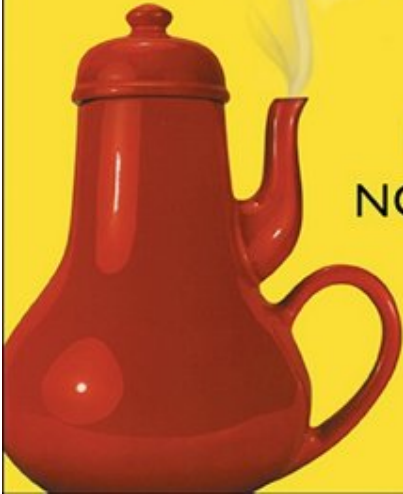
Time to Useful 

**w/
UX**

Time to Useful 

REVISED & EXPANDED EDITION

The DESIGN
of EVERYDAY
THINGS



DON
NORMAN

Steve Krug



**DON'T
MAKE
ME
THINK**

revisited

and Mobile
A Common Sense Approach to Web Usability

The Definition of User Experience (UX)

Summary: "User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products.

By Don Norman and Jakob Nielsen

Topics: Interaction Design, Management, Visual Design

UX UI



FILTER METHODS

INSPIRATION IDEATION IMPLEMENTATION BY QUESTION **VIEW ALL**

ALIGN ON YOUR IMPACT GOALS



PHOTOJOURNAL



BODY LANGUAGE



FRAME YOUR DESIGN CHALLENGE



RECRUITING TOOLS



designkit.org

**But how does
this all fit with
evaluation?**

What is UX Evaluation?



UX Evaluation refers to the use of user experience design methods for the purpose of evaluating products or programs.

**These methods can
be used either for a
process evaluation
OR an outcomes
evaluation.**

*Likely most helpful
for a process or
developmental
evaluation.

We're not
changing the
evaluation's
PURPOSE,
we're
changing the
PERSPECTIVE.

Actions



Consequences

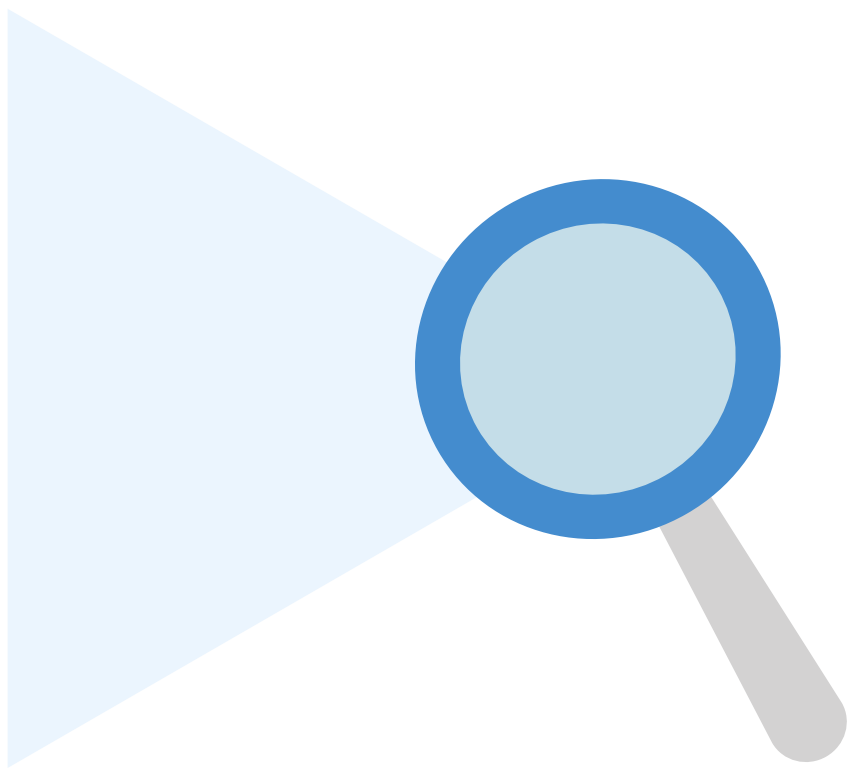
**Process
Evaluation**

**Outcome
Evaluation**

Actions



Consequences



**Process
Evaluation**

**Outcome
Evaluation**



Traditional

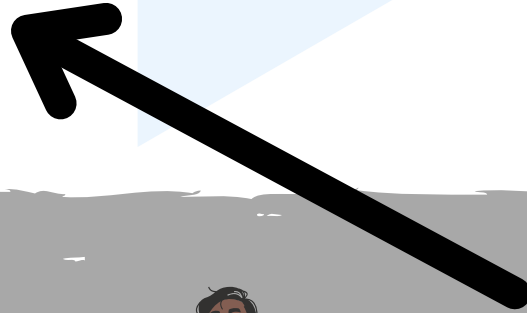
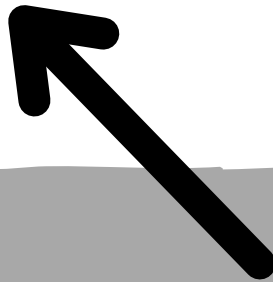
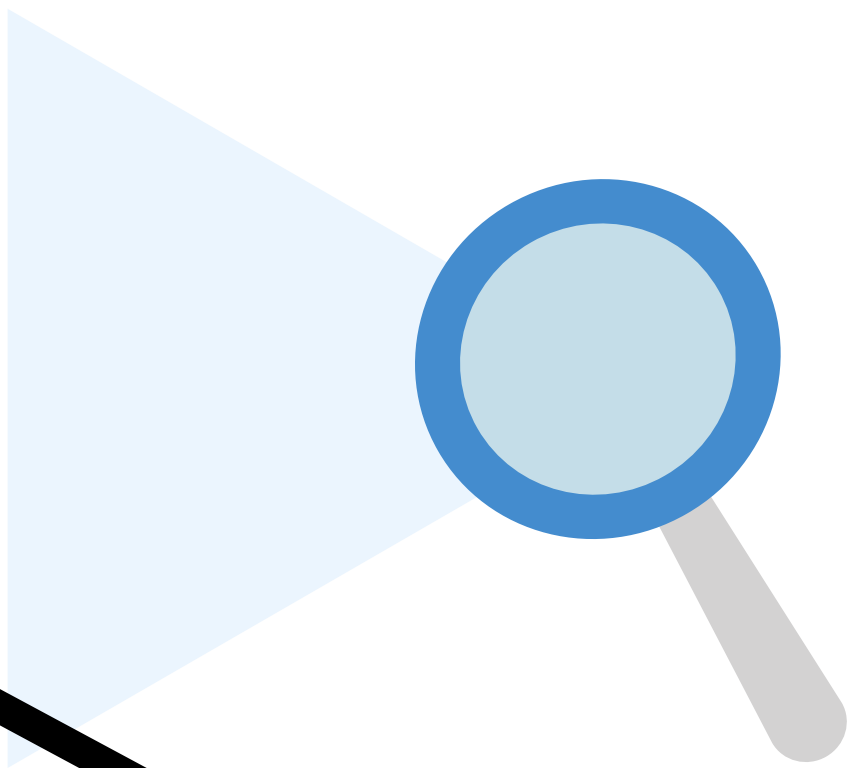
Actions



Consequences

**Process
Evaluation**

**Outcome
Evaluation**



Participatory

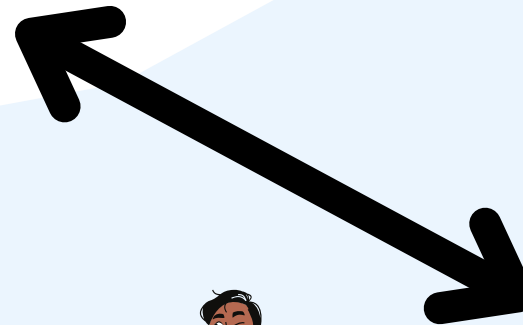
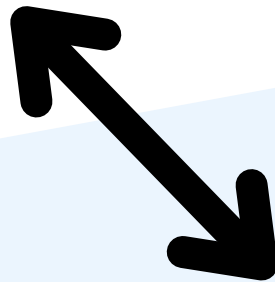
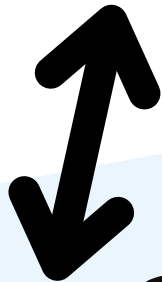
Actions

**Process
Evaluation**



Consequences

**Outcome
Evaluation**



UX Evaluation

WHEN IT'S HELPFUL?

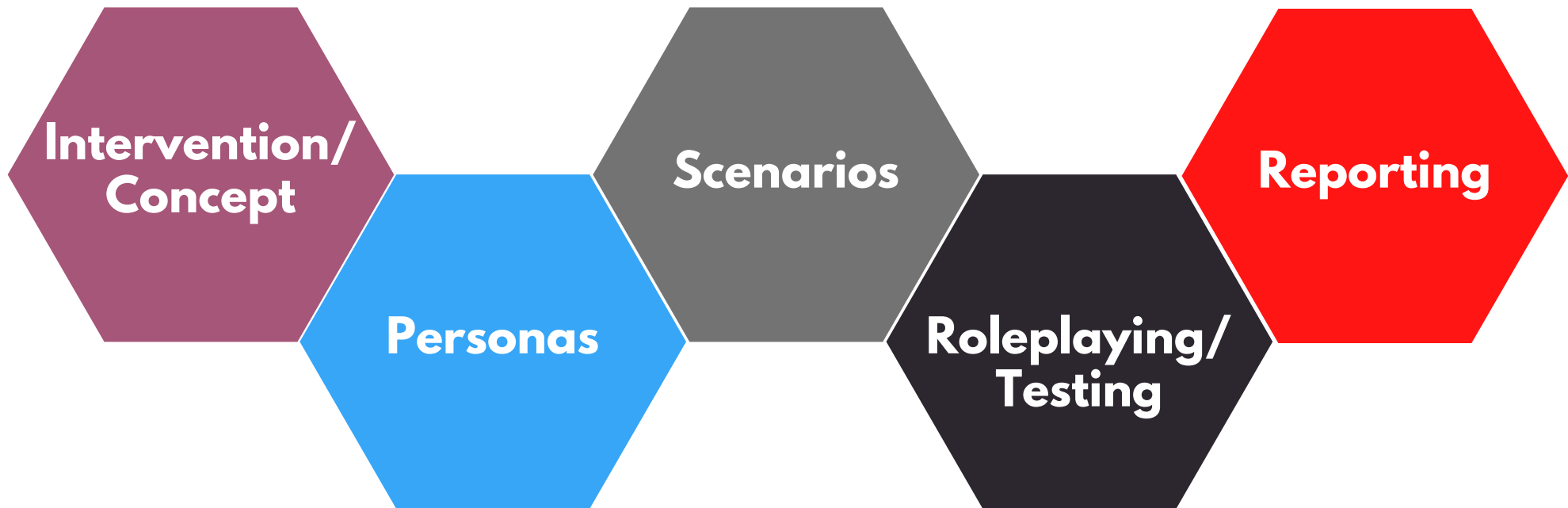
- When the Participant Experience is most important.
- When innovating or tweaking activities.
- During times of big context changes.
- Virtual programs or activities.
- Evaluating websites, dashboards, and software

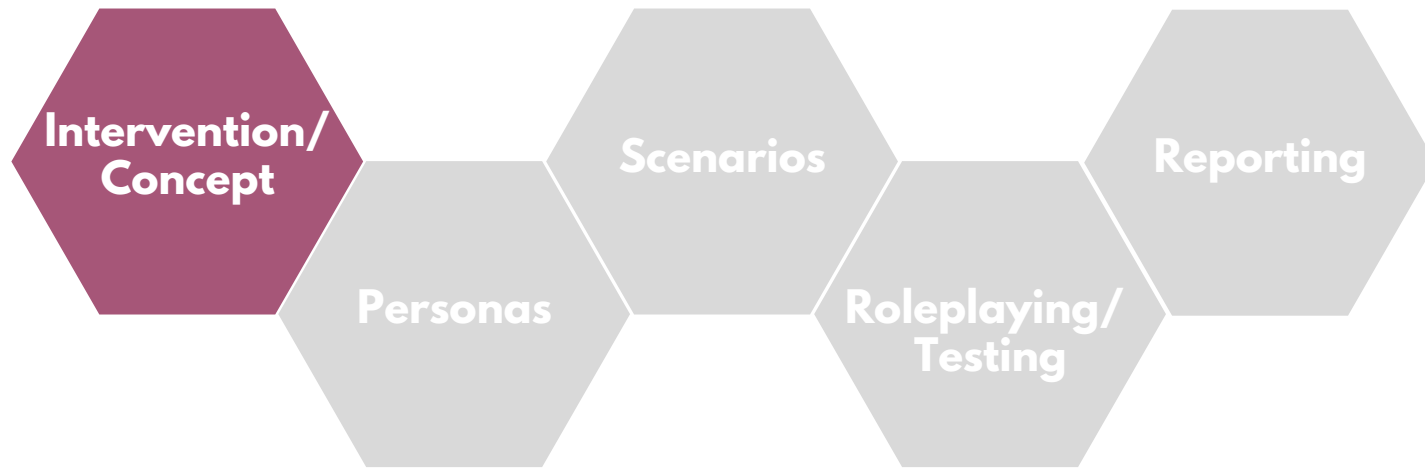
WHEN IT'S NOT.

- When the intervention is fixed.
- When a traditional evaluation is expected.
- When your program is not people focused.

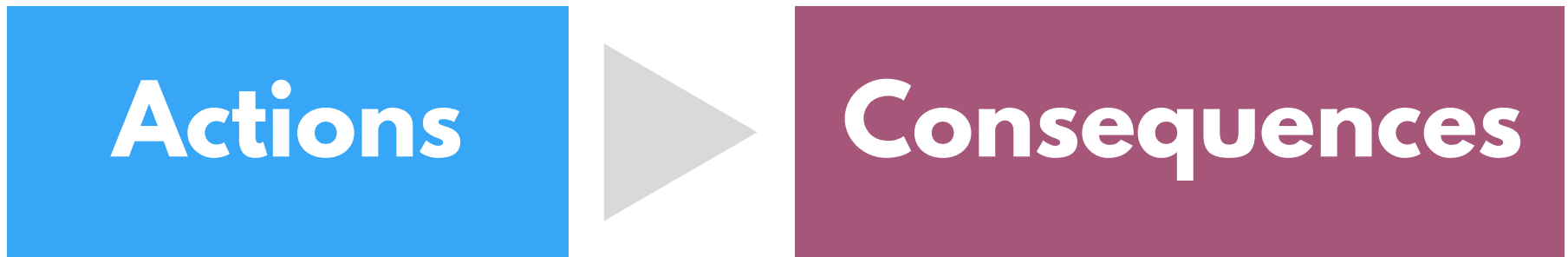
THE PROCESS

Here is a basic 5 step UX evaluation process you can use.





Intervention/Concept



Intervention/Concept

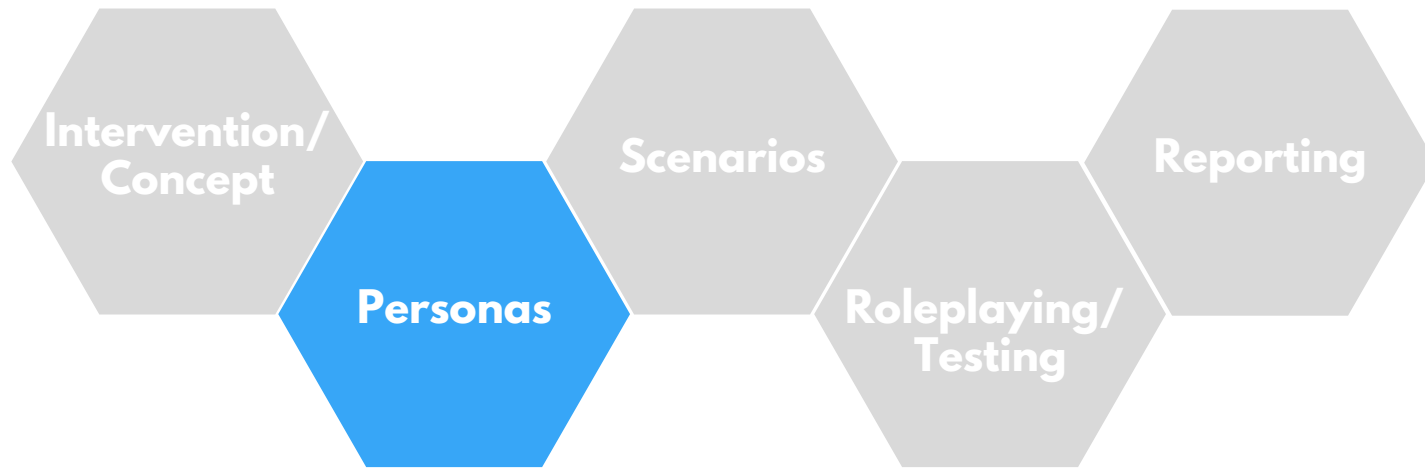


Actions

Consequences

Develop an evaluation
community of practice
connecting 66 OD2A
Jurisdictions

Increase peer to peer
learning between
evaluators in different
jurisdictions.



Personas



CoP Member Avatar

MEMBER

Junior Evaluator

OVERVIEW

The junior evaluator has some experience working within public health and evaluation spaces (but likely limited).

MOTIVATION

The junior evaluator is looking for opportunities to support their career growth. Both as learners and presenters.

CONTEXT

Often very well educated. The junior evaluator might have been thrown into the deep end and need to learn on the run. The technology shift has pushed senior members to rely on their technical skills, even if that is not their forte.

BASELINE KNOWLEDGE

The junior evaluator has a core level of expertise in their background field. This could be public health, evaluation, or another related field. They are developing expertise by putting their education into practice.

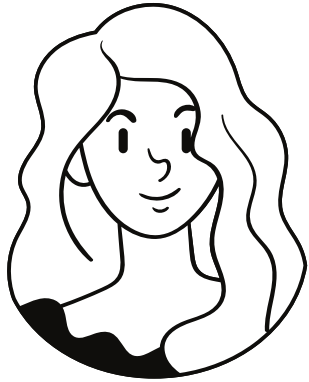
LEARNING OBJECTIVES

Learn practical methods and strategies.

Reinforce lessons learned through teaching/presenting to peers.

See over the shoulder of their peers, especially those with similar positions/challenges.

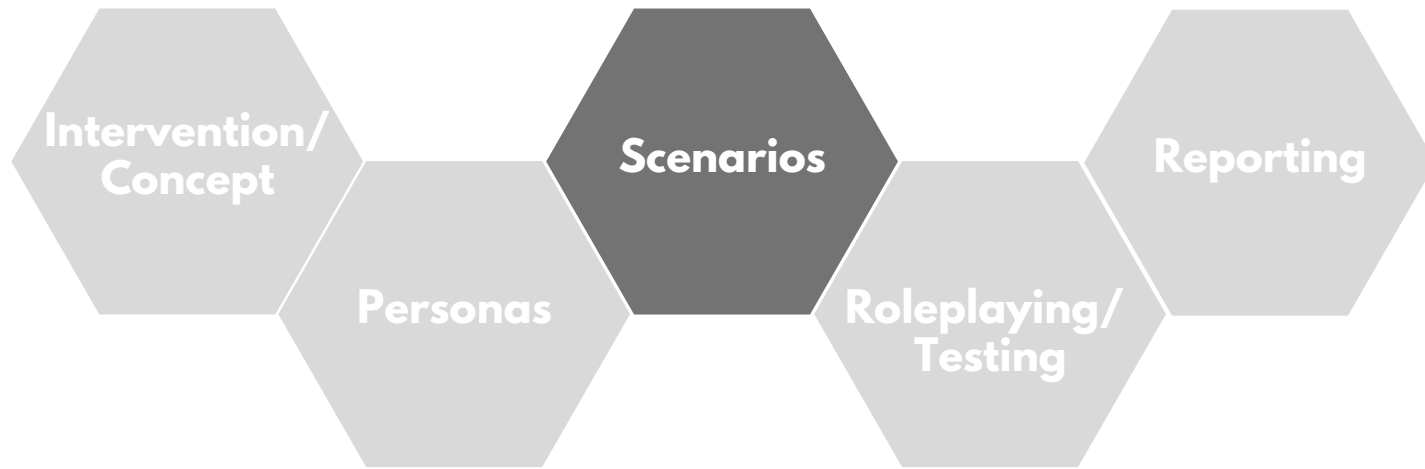
Increase direct cooperation with CDC counterparts and outside state peers.



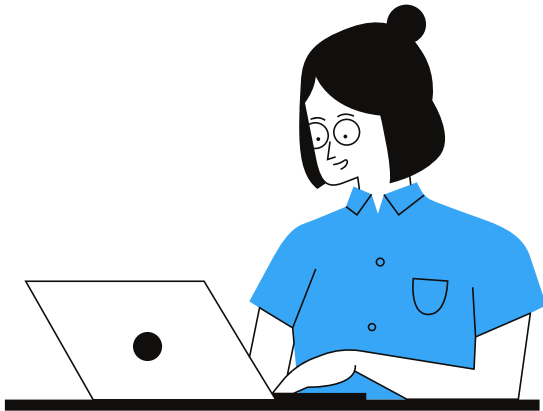
Sara with the unstable internet

Bio

Motivation



Scenarios



**How will people experience
your program?**

Background – who are your program users (including their knowledge base and skillset/s)?

Motivations – what goals do they want to achieve?

Tasks – what must they do to reach those goals?

Context of use – how will they encounter your program?

Environment – where will they engage with the program?

Challenges – what can get in their way?

Adapted from:

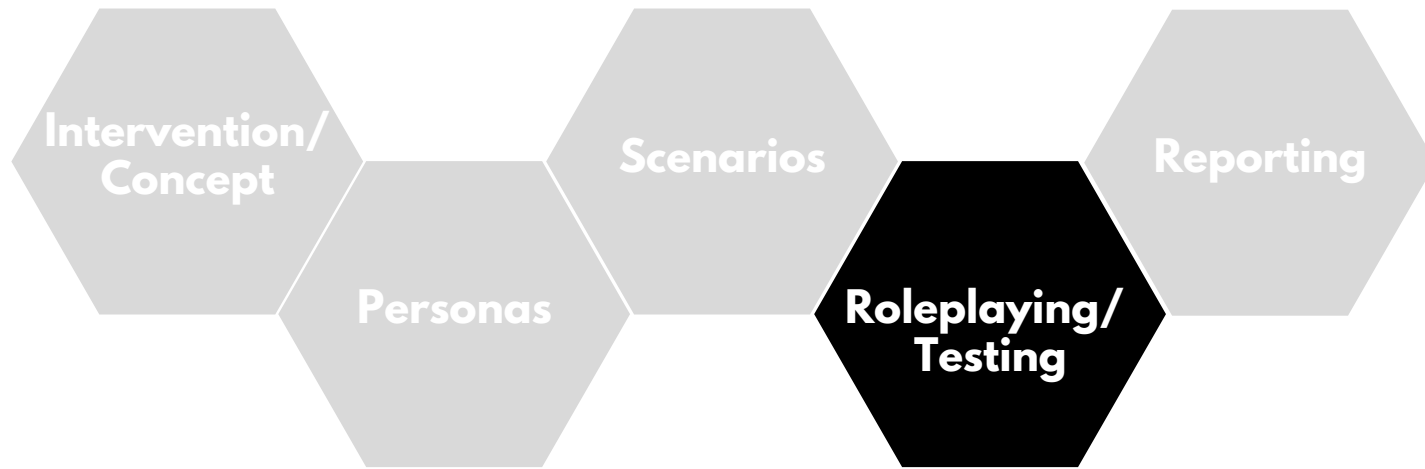
<https://www.interaction-design.org/literature/topics/user-scenarios>

Our junior evaluator is interested in connecting with their peers and improving their evaluation skills. They were added to an email list for this community and heard about it from their CDC contact on the evaluation team.

Their work keeps them busy, but if the topic is interesting and there is no major conflict, they can budget an hour a month for a webinar. They'll need to know about the webinar at least a couple weeks in advance.

That is, as long as it's not boring and just a bunch of lectures. Mostly they would just like to hear about what their peers are doing, and see if they can get any takeaways.

Create a scenario for your persona.



Roleplaying/ Testing



**So what is the experience
of the user?**

Organizing Your Testing Group

Team Members and Colleagues

When you just need a little feedback or are short on time.

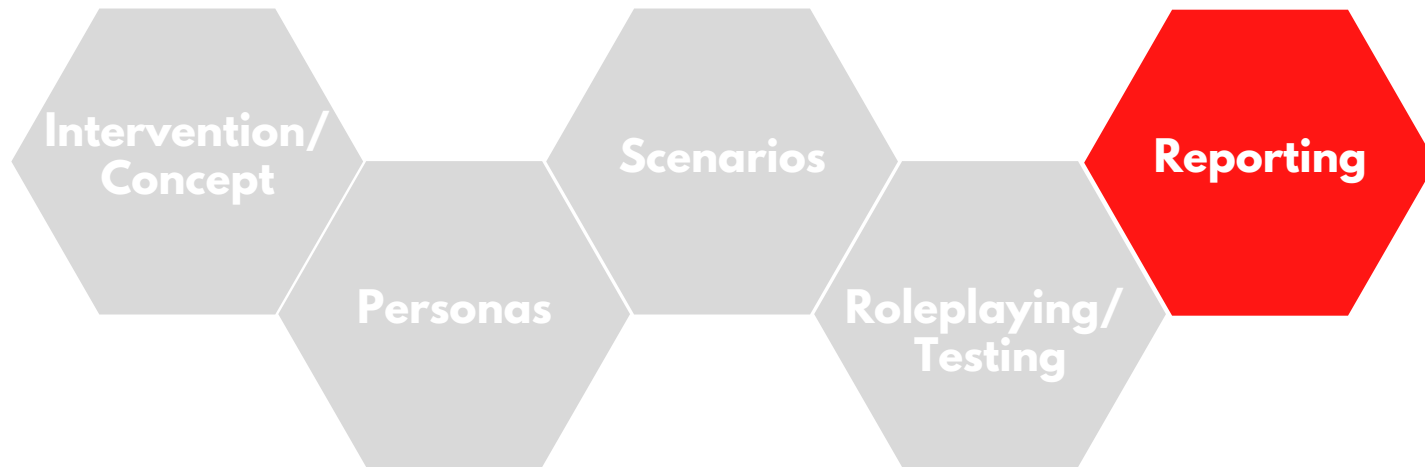
Role Players

Non-users without a stake in the project. Must be able to act the part of an actual user.

Actual Users

Always the best choice if possible, but not always possible.

Try to roleplay your persona using your scenario. In your roleplay, what was their actual experience?



Reporting



Time to tell the story.



Feedback Loops

- Unstructured Webinars



- Webinar Panels

- Virtual Community Site



- Simple Weekly Blog

Telling Stories

This is what we thought would happen.



This is what actually did happen.

- Lessons learned.
- Surprising moments.
- Things that went really well.
- Things that did not work at all.
- Unforeseen challenges.

Suggested Resources

- My website - freshspectrum.com
- My virtual workshop - diydatadesign.com
- Human Centered Design Methods - designkit.org
- Nielsen Norman Group - nngroup.com
- UX Design Articles - uxdesign.cc
- Adobe XD (software) - xd.adobe.com
- eBook - UX Evaluation: How to Evaluate Dashboards, Reports, and Data Visualization. (freshspectrum.com/page/uxevaluation)

Creative Reporting in Evaluation

Wednesday,
December 8, 2021
1:00-2:30PM ET

youthrex.com/webinars



Join us Next Week!