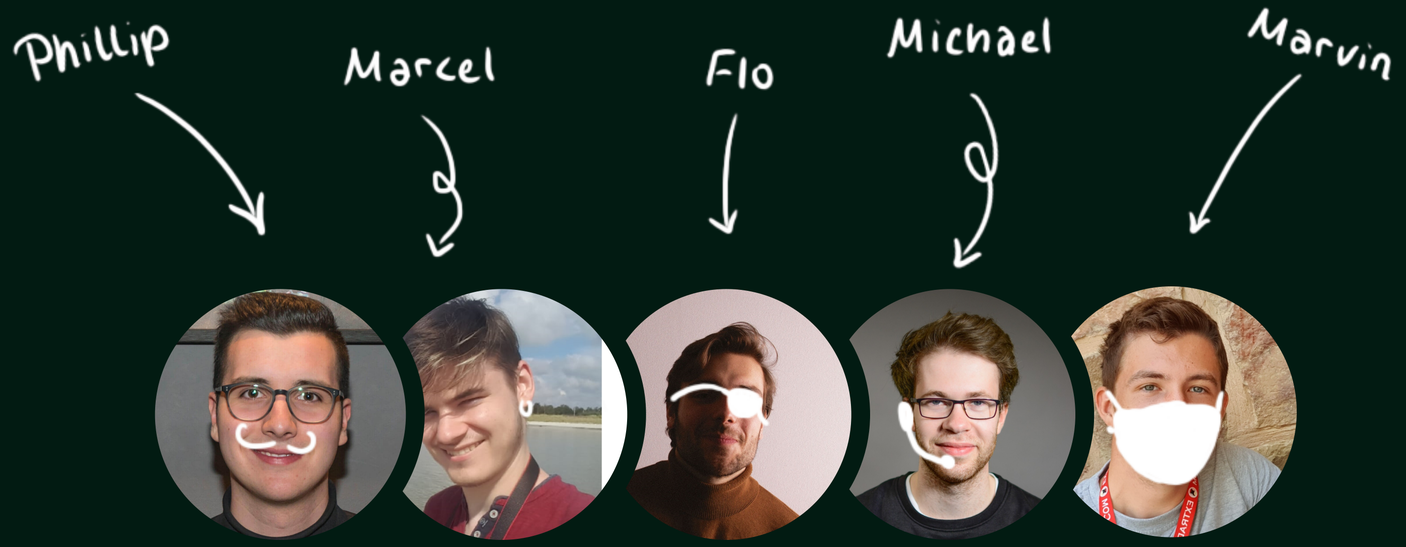
about tomorrow

Why do we need to evaluate

?



We know how to use our webpage....

but

what about our users?

What do we need to know from ours testers?

Is it easy to create a webpage?

Are there enought functions?

What can we improve to make it a better tool?

Target group of evaluation

Beginners and first time users

How do we evaluate

We need feedback from many users

We want to have statistics

We are creating different user tests

Best evaluation methods

Surveys & Observations

Predefined user tasks

User is doing tasks

Surveys

Many users filling out survey

Statistics, general opinions

Observations

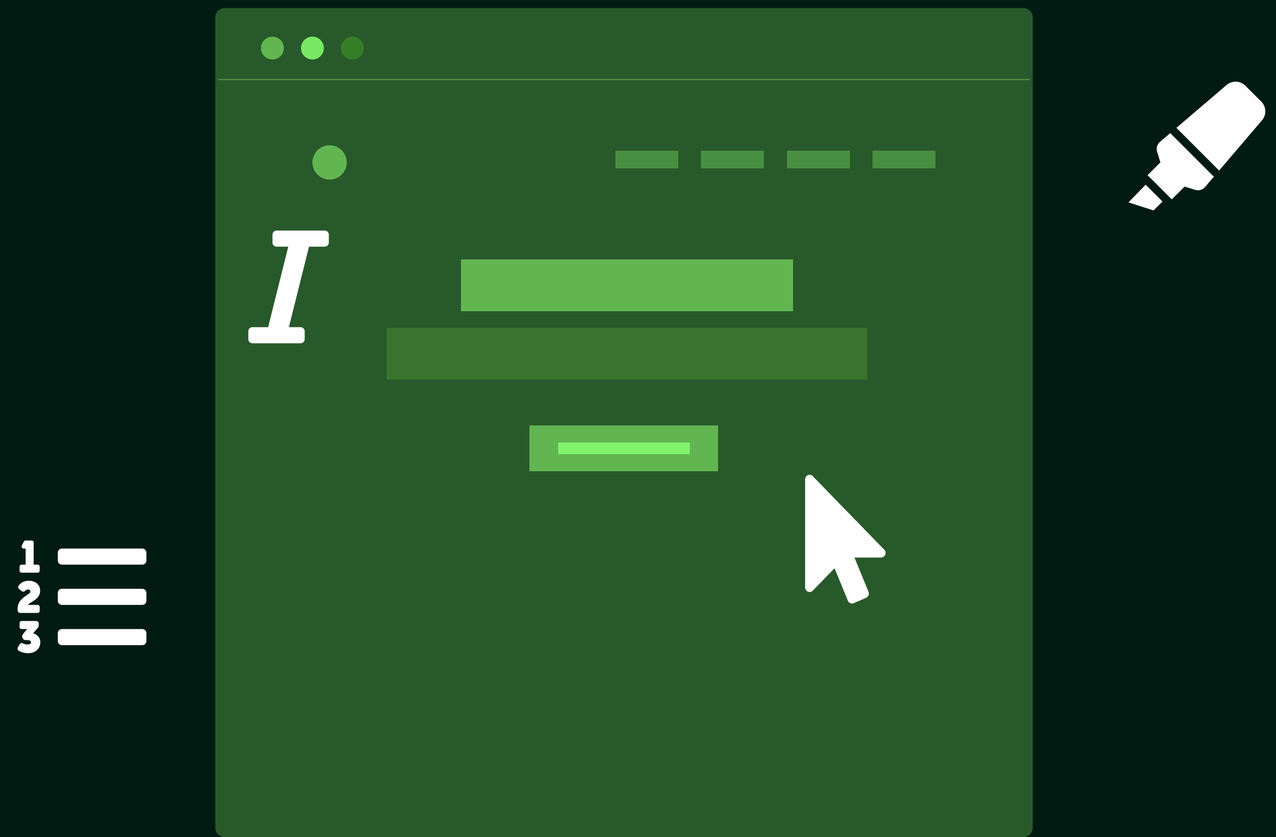
We are watching the user's screen

We can see how fast and efficient the users work

Small example survey:

about-tomorrow.de/survey-example

Editor Updates



Main Focus

HOW TO IMPROVE THE USER EXPERIENCE?

Character of the website

Next

Website Barbara

Preview | Publish

Quick Check

50% Usability

20% Performance

90% Co²-free

39% Functional

Used Data

Barbara

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Design | Pages | Options

Display

Spacing

margin 0
padding 10
0 0 0 0 0 0

Size

Position

Typography

Background

Border

Effekts

Custom Code

Clear call to action

Reduce visual clutter

Simple to use components

Start making changes now!

Thank you

Compress Images: tinypng.com

Compress SVG: jakearchibald.github.io/svgomg