DEVELOPING THE EXPERIMENT

• Participant selection
  * Representative users
    - Knowledgeable of target system domain
    - Know what they don't like, but don't usually know how to fix
  * User interaction design expert
    - Broadly knowledgeable in interaction development and use
    - Can find subtle problems
    - Can offer alternative suggestions for fixing problem
  * "Someone old,
    knows company, context, how it's done now
    someone new,
    from outside
    someone borrowed,
    knows company, but from different department
    someone blue"
    never likes anything, always wants it different