

# USER EXPERIENCE LAB

**Odisee**  
DE CO-HOGESCHOOL

AGENTSCHAP  
INNOVEREN &  
ONDERNEMEN  **Vlaanderen**  
is ondernemen

**V L H O R A**

**blikopener**  
hogescholen, partners in innovatie

A hand is pointing at a mobile app prototype displayed on a wall. The prototype shows a map interface with a blue header containing the text 'Elegir puntos' and 'MAPA'. The map below has several blue circular markers with numbers, including '26' and '31'. The hand is wearing a black smartwatch. The background is a white wall with several other prototypes pinned to it using black string and colorful pushpins.

**Wat is  
een user experience lab?**

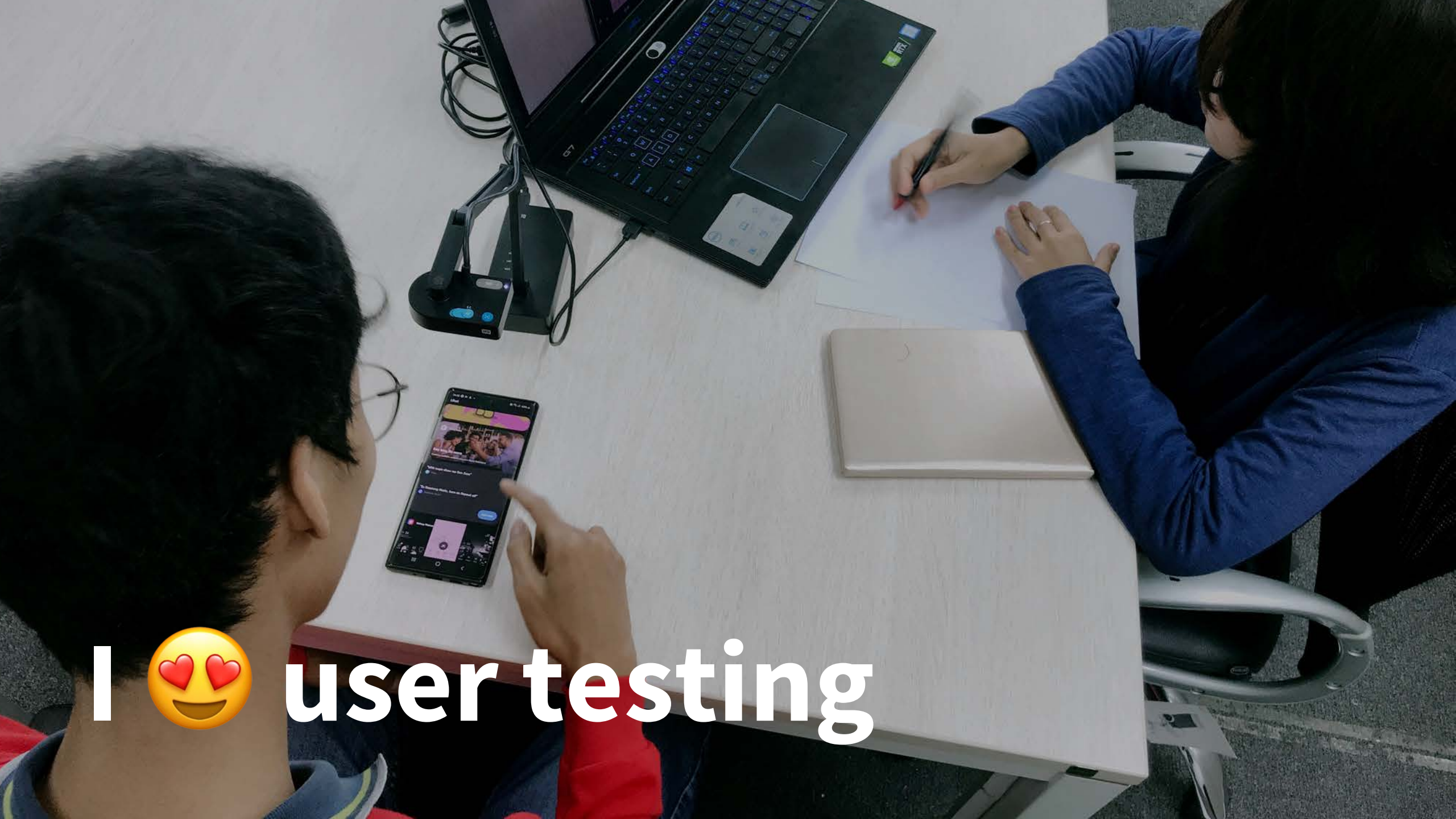
A young man with dark curly hair, wearing a yellow t-shirt and a VR headset, is shown in profile, looking towards the right. He is sitting at a wooden desk with a laptop and an open notebook. The background is a bright, modern office space with large windows, indoor plants, and a bookshelf. The text "Wat kan je doen in ons user experience lab?" is overlaid in white, bold font across the lower half of the image.

**Wat kan je doen in  
ons user experience lab?**



# Wat kan je doen in het UX-lab?

- Kennismaking en ondersteuning user-centered design proces
- User testing met de aanwezige sensoren en tools
- Proof-of-concepts en testing van *nieuwe interfaces* (VR/AR, voice, ...)



I 🥰 user testing

## User testing

Do users need my app?



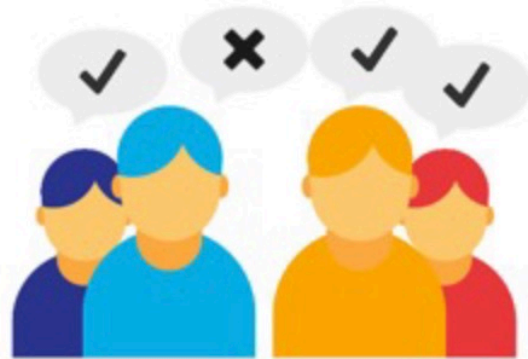
## Usability testing

Can users use my app?



## User testing

Do users need my app?



## Usability testing

Can users use my app?



wij bevinden ons hier

# Wat is usability?

Volgens de ISO 9241-210:2019 omschrijving:

- **Effectiviteit:** kan de gebruiker zijn taken uitvoeren en doelen bereiken
- **Efficiëntie:** kan de gebruiker deze taken snel en zonder moeite de taken uitvoeren
- **Tevredenheid:** is de gebruiker tevreden van de oplossing, hoe staat hij/zij tegenover het systeem

## Mijn samenvatting

*Kan een gebruiker zijn doelen snel en eenvoudige bereiken zonder frustraties*

INTERNATIONAL  
STANDARD

ISO  
9241-210

Second edition  
2019-07

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**Ergonomics of human-system  
interaction —**

Part 210:  
**Human-centred design for  
interactive systems**

*Ergonomie de l'interaction homme-système —*

*Partie 210: Conception centrée sur l'opérateur humain pour les  
systèmes interactifs*





# Moderated usertest

Onze tests verlopen als volgt

- **Pre-interview** : Kennismaking + verwachtingen
- **Usability test**: 5 tot 10 taken gebaseerd op eerder gebruikersonderzoek
- **Post-interview**: Peilen naar de tevredenheid, eventueel via vragenlijsten.

**Slechts 5 tot 10 gebruikers! maar...**



**Welke tools  
zijn er in het UX-lab?**



I 😍 eye-tracking

When Strips Approach on Copiers/Scanned Images



Ready to continue

Keuzevrij Selecteer kopiermodus en druk op toets (Start)

Auto select Auto select Per 100

Kleur 11 Auto-RUE A4+A4 A4+A4 A4+A4 100%

Ortiching

Kleurtoets

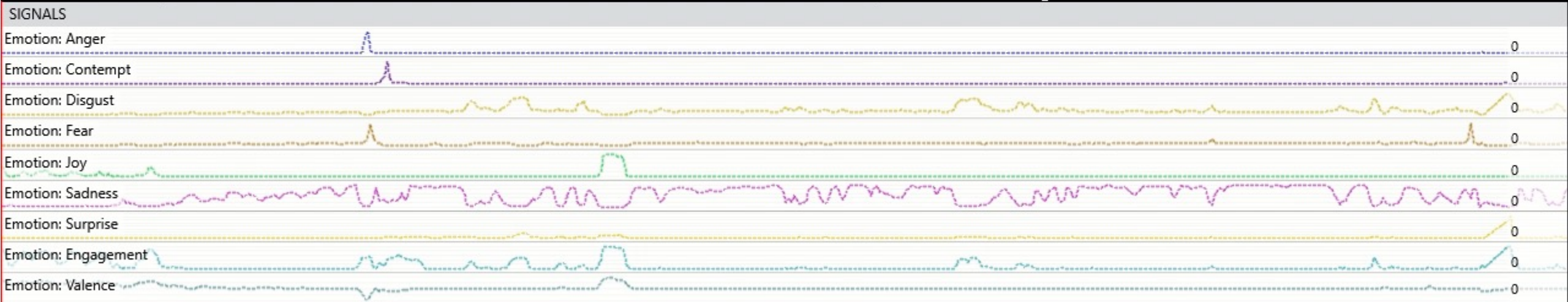
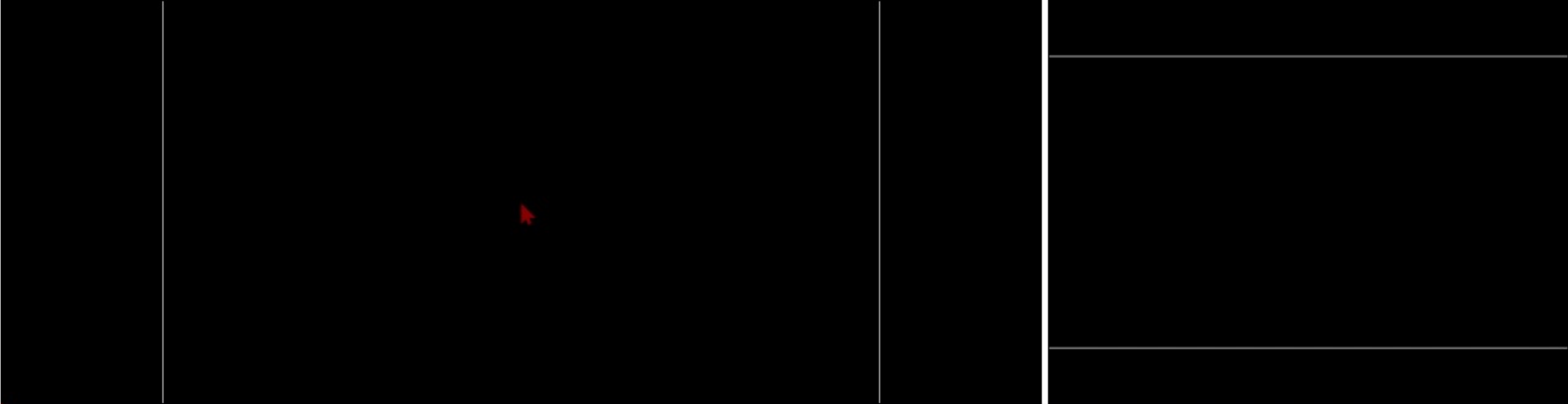
Status controleren

Start

Stop

Handwritten red circle around the 'Start' button.

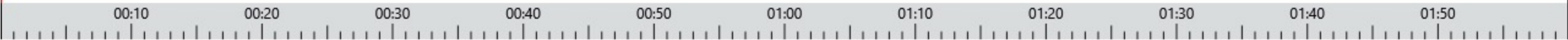
LEARN  
L...



RESPONDENT ANNOTATIONS

Create annotations in the [Annotations menu](#)

LIVE MARKERS





tobii pro





HD 1080p

logi





# Facial expressions analysis



# 5 gebruikers, maar...

- **Eyetracking:** 20-30 gebruikers voor statistische relevantie (onze bevindingen ~10-15)
- **FEA:** ~30 (onze bevinding 😊)



# Galvanic skin respons (GSR)



A photograph of a person's torso during an ECG procedure. Two circular electrodes are attached to the chest, and a white device is secured to the waist with a black strap. Wires connect the electrodes to the device. The person's hands are visible, one pointing upwards and the other resting on the waist. The background shows a clinical setting with shelves and a sink.

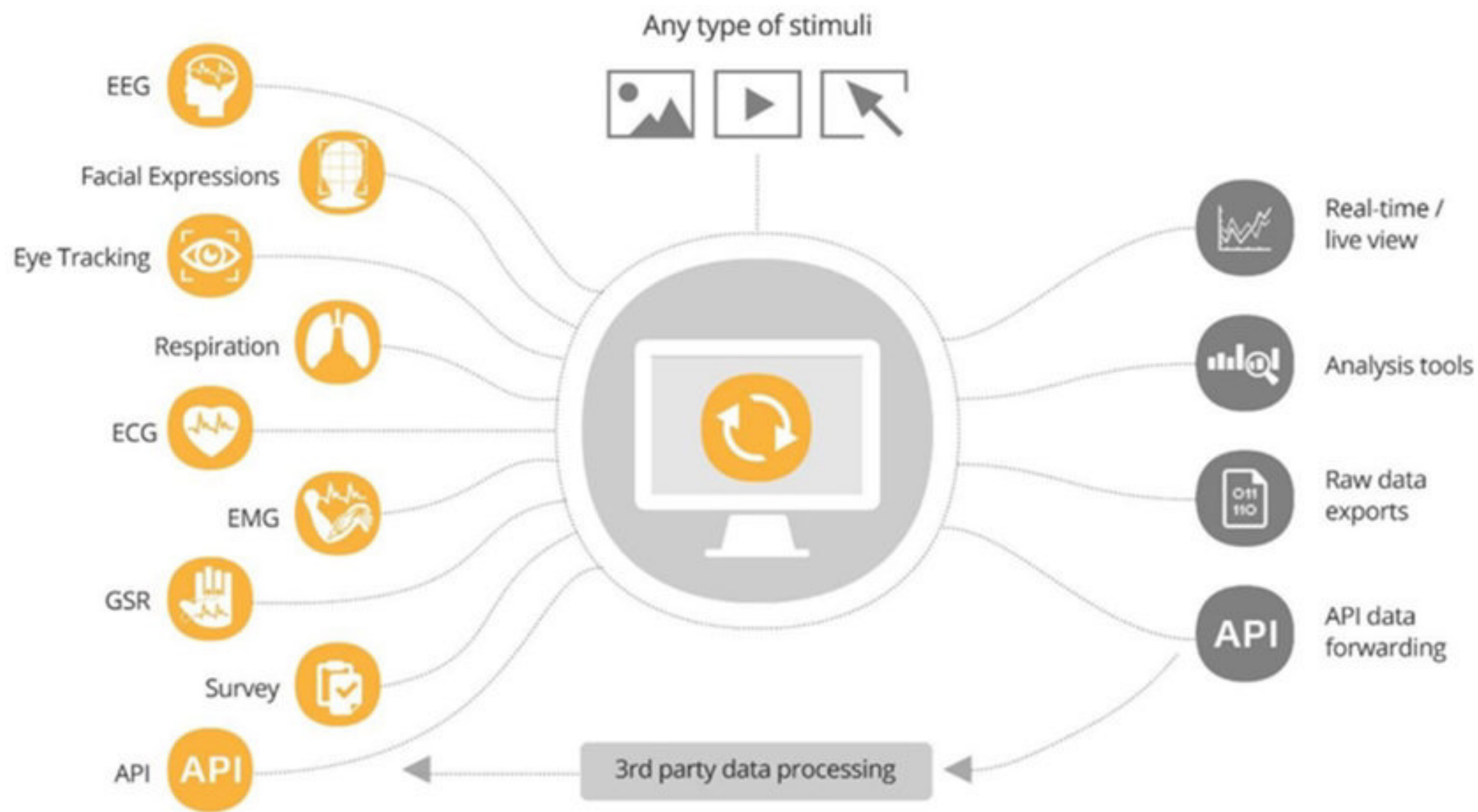
# Electro Cardiogram (ECG)

A woman with long dark hair is seated at a desk, wearing a black EEG cap with several white electrodes attached to her forehead and temples. She is looking towards a large black Dell monitor. In the background, there are two framed posters on the wall. The left poster is titled 'VERSICHERN SIE IHR REISEGEPÄCK' and features a woman in a red hat. The right poster is titled 'REISEGEPÄCK' and features a person climbing a globe. The text 'Seit 100 Jahren für Sie da' is visible at the bottom of both posters. A laptop is partially visible in the bottom left corner.

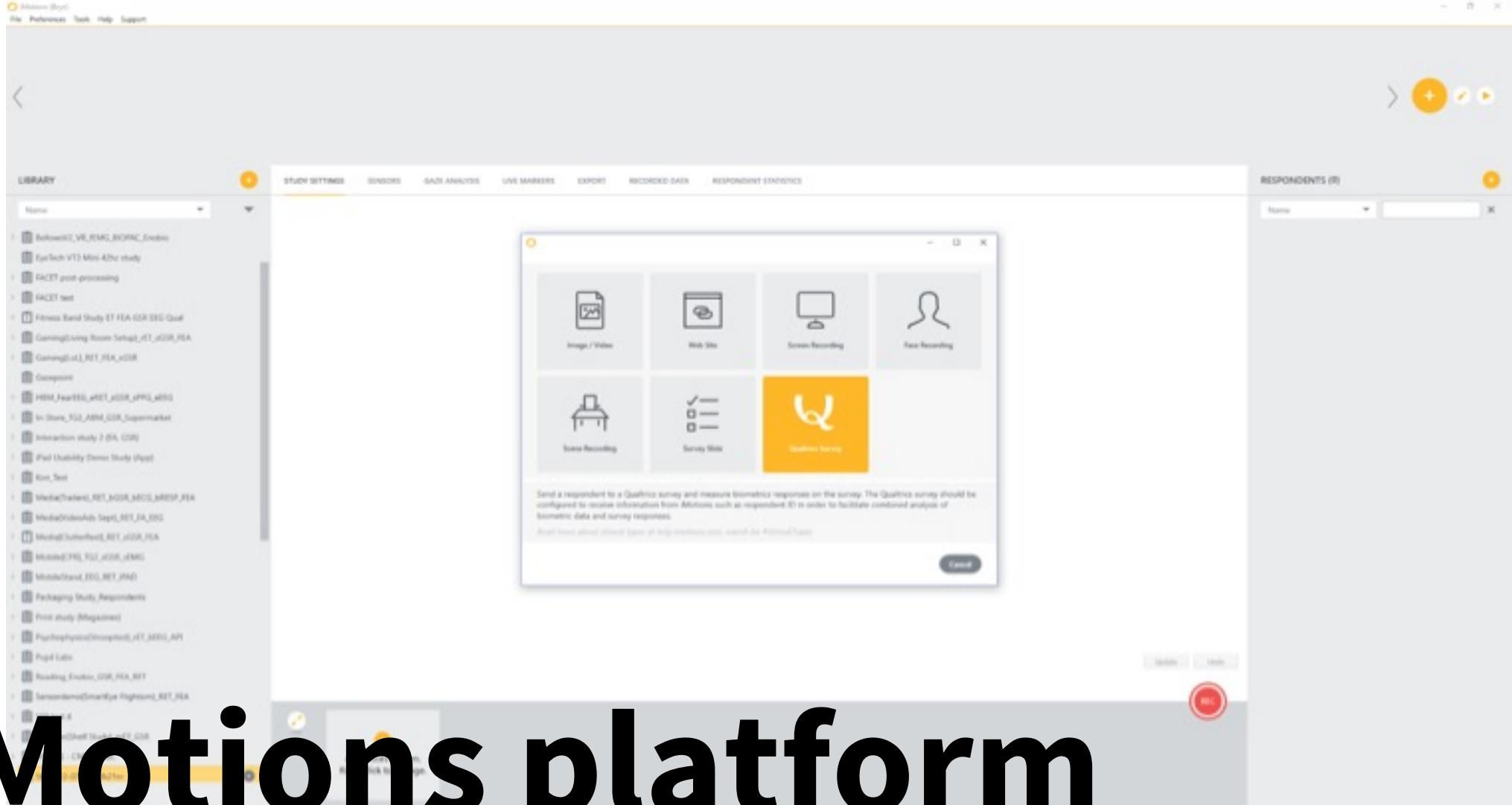
# Electro Encephalography (EEG)



**Eye-tracking ook mogelijk  
bij VR/AR toepassingen**







# iMotions platform

A person in a dark suit is holding a handheld device, possibly a remote control or a specialized input device, in front of a large screen. The screen displays a complex data dashboard with various charts, graphs, and tables. The dashboard includes a circular gauge, a bar chart, and several data points. The overall scene is dimly lit, with the primary light source being the screen and the device's lights.

**Vragen?**

**[davy.dewinne@odisee.be](mailto:davy.dewinne@odisee.be)**

# Wil je meer weten?

Neem contact op met [davy.dewinne@odisee.be](mailto:davy.dewinne@odisee.be)

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