

# Gulf of Execution and Evaluation

A Clarification with Examples



# Gulf of Execution

- Disparity between the user's perception of the required system interactions to achieve desired goal, and the actual system interaction required to achieve goal
- Example: Online purchase
  - Large gulf of execution: add item to cart, select checkout, enter shipping address, choose shipping options, enter billing address, enter payment details, accept/decline extra offers, review order, confirm order
  - Small gulf of execution: Amazon's 1-Click Ordering

# Gulf of Evaluation

- Disparity between the user's perception (or discovery) of the system state, and the actual system state
- Example: Copying a large number of files
  - Large gulf of evaluation: hourglass, spinning pinwheel, no details
  - Small gulf of evaluation: progress bar with listing of current file being copied, and estimated completion time