Written Exam, Interaction Design, 7.5 ECTS

Time: March 11th 2014, from 09.00-13.00
Aid: No aid allowed
Total score: 58 marks
Grades:
A => 53 marks
B => 47 marks
C => 42 marks
D => 38 marks
E => 34 marks

Instructions to Candidates

1. This examination paper contains SIXTEEN (16) questions and comprises TWELVE (12) printed pages, including this page.
2. Answer ALL questions within the space in this booklet
3. This is a Closed Book examination.
4. Please write your Name and Personal Identity Number on each page.

Good luck!

Malin Nilsson
-14

This portion is for examiner’s use only

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SECTION - A

Section A - Multiple Choice Questions

• For each question, write the correct choice(s) in the box next to the question.
• If you find no correct choices for a question write ‘none’ in the box.
• There may be zero, one, or multiple correct choices for each question.
• For each question, you will either gain full points (2 marks) or zero points. To gain full points, you must correctly identify each choice as true or false (exact match).

Question 1
Valid reason(s) for usability testing is/are: 2 marks
a) More often than not, intuitions are wrong.
b) Designers believe users follow illogical paths.
c) Experience changes ones perception of the world.
d) Testing performance under user stress is important.
Answer: ____________________________

Question 2
Thinking aloud testing: 2 marks
a) Slows down the user.
b) Cannot provide performance data.
c) Cannot provide process data.
d) Is a formative evaluation method.
Answer: ____________________________

Question 3
A persona in the context of interaction design: 2 marks
a) Is a narrative.
b) Is a real person.
c) Represents a particular type of user.
d) Should represent an average user.
Answer: ____________________________

Question 4
Which of the following fields is not an influence on HCI? 2 marks
a) Ergonomics.
b) Cognitive psychology.
c) Computer science.
d) Informatics
Answer: ____________________________

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Question 5
In a heuristic evaluation:
   a) A group of usability experts judges an interface with a detailed checklist of guidelines.  
   b) A group of test users conducts a formal experiment.  
   c) A group of psychologists administers a questionnaire.  
   d) A group of usability experts reviews a UI according to a small set of general principles.

Answer:

Question 6
Affordances are:
   a) Possibilities for using an object or interface.  
   b) The costs of buying user interface components.  
   c) The completion times for a typical task.  
   d) Classified into real and perceived affordances.

Answer:

Question 7
The following is/are quality component(s) of usability:
   a) Learnability.  
   b) Usefulness.  
   c) Generalizability.  
   d) Subjective satisfaction.

Answer:

Question 8
An icon of a file folder, which users can drop files on in order to move them into the folder, is an example of which of the following:
   a) Recognition rather than recall  
   b) Recall rather than recognition  
   c) Direct manipulation  
   d) A metaphor

Answer:

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**Section B**

Questions 9-14 are short answer questions. Each carries 3 marks. Give your answer in the space provided below the question. You can support your answer with appropriate examples.

**Question 9**  
3 marks  
Give three examples, with short descriptions, of data gathering techniques for either a need finding or an evaluation activity.

**Answer:**


**Question 10**  
3 marks  
If restricted to a single one of these techniques (in question 9) when designing a new online banking system, which would you choose and why?

**Answer:**


**Question 11**  
3 marks  
Consider the following statement: In order to improve an interface design, it is necessary to consult with the primary users of the system. Is this statement true or false? Explain your answer.

**Answer:**


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SECTION - B

Question 12 3 marks
You drag a folder to make a copy of its contents. An animation appears on the screen, showing files moving from one folder to another. This is an example of feedback. Is this statement true or false? Explain your answer.

Answer:

Question 13 3 marks
Anthropomorphism, in interaction design, is an effective technique that should be used more often. Do you agree? Explain your answer.

Answer:

Question 14 3 marks
At times we are tempted to begin at the wrong end of the development process; we start at the nuts and bolts level. Explain what impact this might have on our design?

Answer:

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SECTION - B

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It may be used if more space is needed in answering any of the questions in Section B.
Section C

Question 15

Company Epic has experienced declining sales during the last six months. Epic wants to break this negative trend by a new innovative product line, i.e. tablets for youths, between 12-18 years of age. The target group consists of young people who like new cool gadgets for a reasonable price. The management’s watchword for the new product line is "simplicity and coolness". You are a project manager at Cool Design, a consultant company in Stockholm. You are hired to design the interface of the new tablet. There are no restrictions stated by company Epic as long as the interface fulfills the requirement of simplicity and coolness.

Describe your design process, from idea to finished product. You are not supposed to describe the interface, but the design process.

Answer:
SECTION - C

Personal Identity Number: _____________ Name: ________________________________
The city of Gothenburg wants to improve the information given to the tourist in the city. They have decided to provide the information in a way that supports the image of a seaside, historic, yet modern and vibrant city. The idea is to place large screens, displaying the desired information, at strategic places throughout the whole city. The hardware consists of 60 inch multi-touch screens, designed to withstand different weather conditions and rough users.

As a project manager at Cool Design, the company from the previous question, you are hired to design the interface of the new multi-touch screens. Another team from your company is hired to evaluate the user interface.

a) Describe in detail, using text and sketches, how the user interface looks like and how to interact with it.

b) State what would be the expected tasks for the evaluation
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SECTION - C

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SECTION - C

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