

This exam was given as a canvas quiz. This exam was 30% of the course grade and the second was 70%.

Exam One Questions

Due 10 Feb at 12:00

Points 30

Questions 13

Available 10 Feb at 9:00 - 10 Feb at 12:00 about 3 hours

Time limit None

Instructions

This is an open book exam, you can refer to your text book and lecture notes to support you during the exam. However, you may NOT copy without referencing the source. **Write the answers in your own words!**

All answers are in English

Question 1 (1 pts)

In interaction design, affordances are described as:

- a) The attributes of a digital or a physical interface that identifies its market value and cost
- b) The attributes of a digital or a physical interface that identifies possible ways of how to use it
- c) The time spent using a digital or a physical interface

Question 2 (1 pts)

What is one of the main goals of Interaction Design?

- a) Gather data about an intended user group of an interface
- b) Focus on the implementation details of digital interfaces or objects
- c) To understand specific user groups
- d) Have users involved in the development process of digital interfaces or objects

Question 3 (1 pts)

An interaction designer can only design *for* a user experience, not design a user experience:

- a) True
- b) False

Question 4 (1 pts)

What is the main advantage of the “Constraints” design principle in interaction design?

- a) To prevent users from making mistakes or system errors
- b) To make the design more inclusive to users with special needs
- c) To support the aesthetics (look and feel) of an interface
- d) To design interfaces to have similar operations

Question 5 (1 pts)

What is the missing word in the following sentence?

“_____” refers to the natural relationship between the interaction (action) the user performs, and the resulting outcome achieved in a system.

- a) Mapping
- b) Visibility
- c) Learnability
- d) Aesthetics

Question 6 (1 pts)

What statement describes the bottom-up attention?

- a) It is a focused attention process
- b) It is stimuli-driven and involuntary deployment of attention

- c) It is a goal-driven attention
- d) It is a sustained attention process

Question 7 (1 pts)

A design of a smartphone that is made for all and made available to everyone (regardless of their disability, education, age, or income) is referred to as:

- a) Social interface
- b) Inclusive design
- c) A branding strategy
- d) Artificially intelligent

Question 8 (1 pts)

Which of the following activities is considered under the Reflective Cognition mode?

- a) Coming up with creative ideas
- b) Watching TV without reflecting on the content
- c) Recognizing a cancel button
- d) Remembering your exam day

Question 9 (1 pts)

Why do we do research and data gathering before designing solutions in the Interaction Design process?

- a) To address precise interactions and functionalities in a design solution
- b) To minimize the number of ideated design solutions
- c) To reduce the time spent in the discovery and define phase

d) To address the users' needs early and create designs that are easy and pleasurable to use

Question 10 (1 pts)

When would you use the focus group method to gather data and understand users?

a) When you need to collect quantitative data to understand an experience

b) When you want to use observation and think-aloud testing

c) When you need to explore diverse and multiple point of views of an experience

d) When you need to collect as much data as possible of an experience

Question 11 (1 pts)

Personas represent a synthesis of typical users of a product based on data preferably collected from?

a) Multiple individuals

b) Fictional characters

c) Single user

d) Designer's experience

Question 12 (10 pts)

The Interaction Design Process has four basic activities (or phases) that are part of its iterative process. List and describe each of the four phases in your own words. In your answer, support your explanations with an example. *(Note: Write a maximum of 500 words to answer this question)*

10 Points breakdown:

- Listing the four phases (4 points; one point each)
- Describing the four phases correctly (4 points; one point each)
- Explaining with an example (2 points, 1/2 point for each phase)

Question 13 (9 pts)

List the six usability goals and give an example on each of the goals to explain it. (*Write a maximum of 500 words to answer this question*)

9 points breakdown:

- Listing the six goals (3 points; 1/2 a point each)
- Giving a correct example (6 points; 1 point each)

Answers

1. b) The attributes of a digital or a physical interface that identifies possible ways of how to use it
2. d) Have users involved in the development process of digital interfaces or objects
3. a) True
4. a) To prevent users from making mistakes or system errors
5. a) Mapping
6. b) It is stimuli-driven and involuntary deployment of attention
7. b) Inclusive design
8. a) Coming up with creative ideas
9. d) To address the users' needs early and create designs that are easy and pleasurable to use
10. c) When you need to explore diverse and multiple point of views of an experience
11. a) Multiple individuals