User Experience

Date: Thursday 24th May 2012
Time: 09:45 - 11:15

Answer ALL Questions from Section A
Answer ONE Question from Section B

Write directly onto this paper for Section A
Use a SEPARATE answerbook for Section B

For full marks your answers should be concise as well as accurate.
Marks will be awarded for reasoning and method as well as being correct.

This is a CLOSED book examination
The use of electronic calculators is permitted provided they are not programmable and do not store text.
This section is multiple choice. Answer ALL questions from this section. Write your answer directly into the box provided for each question.

a) What are the five key properties of UX? (1 mark)

A. Utility, Effective, Efficient, Emotional, & Dynamic;
B. Robust, Effective, Efficient, Affective, & Dynamic;
C. Utility, Effective, Efficient, Learnable, & Dynamic;
D. Utility, Effective, Efficient, Affective, & Robust; or
E. Utility, Effective, Robust, Affective, & Dynamic.

b) What are the two main danger points to remember when undertaking UX / Participatory Design? (1 mark)

A. Testing the design and ethical failures;
B. Testing the design and group think;
C. Group think and ethical failures;
D. Ethical failures and experimenter bias; or
E. Experimenter bias and testing the design.

c) What are the four main principles of effective design (Accessibility)? (1 mark)

A. Openness, Perceivability, Operability, & Robustness;
B. Openness, Perceivability, Operability, & Understandability;
C. Perceivability, Operability, Understandability & Robustness;
D. Learnability, Perceivability, Operability, & Understandability; or
E. Flexibility, Perceivability, Operability, & Understandability.
d) Which are four principles of efficient design (Usability)?

A. Progressive Disclosure, Scalability, Self Description, & Perceivability;
B. Simplicity, Situational Awareness, Learnability, & Understandability;
C. Familiarity, Stability, Openness, & Robustness;
D. Scalability, Self Description, Openness, & Understandability; or
E. Consistency, Familiarity, Stability, & Robustness.


e) Which are four principles of Emotional design?

A. Personality, Ego-ness, Oneness, & Flow;
B. Flow; Quality, Learnability, & Visualness;
C. Aesthetics, Oneness, Personality, & King Principle;
D. Quality, Aesthetics, Flow, & Pleasantness; or
E. Satisfaction, Personality, Openness, & Oneness.


f) Which are the three principles of Dynamic design?

A. Fun, Progression, & Play;
B. Social Dynamics, Progression, & Play;
C. Social Dynamics, Progression, & Enjoyment;
D. Enjoyment, Progression, & Play; or
E. enjoyment, Fun, & Play.
g) What are four key ethical principles? (1 mark)

A. Benefits, Openness, Competence, & Justice;
B. Competence, Integrity, Science, & Respect;
C. Trust, Responsibility, Integrity, & Openness;
D. Utility, Integrity, Science, & Respect;
E. Openness, Integrity, Science, & Respect;

h) Why is conforming to scientific principles key to good ethical designs? (1 mark)

A. If the science is bad the experiment will have been performed for nothing;
B. Science is ethical;
C. Scientific principles ensure good ethics;
D. Science and ethics are the same; or
E. Ethical design is a scientific principle.

i) What does Affective Computing mean? (1 mark)

A. Understanding emotions;
B. Enabling computers to recognise emotions;
C. We can add emotions at design time;
D. Makes computing more efficient; or
E. Makes computing more effective.
j) What was the key focus of HCI? (1 mark)

A. Emotion and Fun;
B. Objective metrics;
C. Affective Computing
D. Subjective measures; or
E. Qualitative reporting.
Section B

Answer ONE question from this section.

1. a) List four, of the five, main principles proposed by the Xerox Star team. (Bookwork) (2 marks)

   b) What does GOMS stand for and what does it involve? (Bookwork) (2 marks)

   c) What is Modern User Experience and how is it applied? (Discussion with Example[s]) (6 marks)

   d) Given the following guideline definition:

      “The user can globally set any or all of the following characteristics of visually rendered text content, overriding any specified by the author or user agent defaults”

      Create one persona and one scenario to illustrate the importance of this guideline to a Software Engineer. (Application of Technique) (4 marks)

   e) What is your view regarding ‘Combinatorial Impairment’? (Explanation & Original Thought) (6 marks)
2. a) Briefly describe two ‘cons’ (disadvantages) of gamification? (Bookwork) (2 marks)

b) What do we mean by internal and external validity? (Bookwork) (2 marks)

c) If there are no 100% correct answers in UX, how do we decide what is right and what is wrong? (Discussion with Example[s]) (6 marks)

d) You are suffering from the ‘Too–Little–Time’ constraint and need to get a formative evaluation with 20 people (employees of the factory commissioning your new production line software) underway very quickly. At this stage you only need qualitative results – how would you go about getting this information in the fastest time possible, and why would you be cautious? (Application of Technique) (4 marks)

e) Of 49 medical articles, 45 claimed to have uncovered effective interventions. Thirty-four of these claims had been retested, and 14 of these, or 41 percent, had been convincingly shown to be wrong or significantly exaggerated. Therefore between a third and a half of the most acclaimed research in medicine seems to be untrustworthy, is this a problem? (Explanation & Original Thought) (6 marks)