One and a half hours

UNIVERSITY OF MANCHESTER
SCHOOL OF COMPUTER SCIENCE

User Experience

Date: Wednesday 4th June 2014
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

Categories relate to the cognitive domain of Bloom’s Taxonomy as detailed in:-

Anderson, L. & Krathwohl, D. A. (2001) Taxonomy for Learning, Teaching and Assessing: A Revision of Bloom’s Taxonomy of Educational Objectives New York: Longman; and


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 terms describe the user’s temporal (time-spans) engagement (from Law’s 2009 paper)? (1 mark)

A. Unanticipated, Momentary, Episodic, Cumulative;
B. Anticipated, Momentary, Sardonic, Cumulative;
C. Anticipated, Momentary, Episodic, Cumulative;
D. Anticipated, Monetary, Episodic, Cumulative;
E. Anticipated, Momentary, Episodic, Reductionist.

b) What is the purpose of the UX specialist? (1 mark)

A. Inform the design and evaluate the build;
B. Build the software;
C. Design the software;
D. Evaluate the design;
E. Cost the design.

c) What are the two key factors related to Thinking and Learning? (1 mark)

A. Attention, Exploration;
B. Attention, Communication;
C. Visualisation, Exploration;
D. Visualisation, Communication;
E. Communication, Exploration.
d) Given the need to rapidly create an interface prototype for a specific user need, which software design methodology would you use?  

A. Cowboy;  
B. Iterative;  
C. Waterfall;  
D. Agile;  
E. Spiral.  


e) Which of the following are Specialist Input Devices?  

A. Binary Switch, Touch Interface, Blink Switch, Gaze Detection;  
B. Binary Switch, Head Operated Mouse, Speech Input, Gaze Detection;  
C. Binary Switch, Head Operated Mouse, Blink Switch, The Written Word;  
D. Binary Switch, Head Operated Mouse, Blink Switch, Gaze Detection;  
E. Gesture Recognition, Head Operated Mouse, Blink Switch, Gaze Detection.  


f) How does UX relate to previous Human Factors work?  

A. They aren’t related;  
B. UX is mostly about product design;  
C. UX adds emotion and fun to mainstream HCI;  
D. UX is mostly about interface engineering;  
E. UX is just another name for HCI.  


g) Which of the following are methods of conveying information to the developer?
(1 mark)

A. Participant Observation, Scenarios, Flow-Chart, State Transition Diagram;
B. Participant Observation, Scenarios, Focus Group, State Transition Diagram;
C. Interviews, Scenarios, Flow-Chart, Focus Group;
D. User Stories, Interviews, Flow-Chart, State Transition Diagram;

h) Which of the following are informal methods of conveying information to the developer?
(1 mark)

A. Use Cases, Personas, Wireframe Diagrams;
B. Use Cases, User Stories, State Transition Diagrams;
C. User Stories, Scenarios, UML Diagrams;
D. Personas, Scenarios, UML Diagrams;

i) Which of the following are methods of collecting information from the user?
(1 mark)

A. Participant Observation, Social, Scenarios, Persona;
B. Participant Observation, Interview, Focus Group, Social;
C. Interviews, Scenarios, Flow-Chart, Focus Group;
D. User Stories, Interviews, Participant Observation, State Transition Diagram;
j) Which list below contains a condition not normally associated with ‘Combinatorial Impairment’? (1 mark)

A. Sight, Hearing, Physical Coordination;
B. Hearing, Physical Coordination, Ageing;
C. Physical Coordination, Sight, Cognition;
D. Sight, Cognition, Physical Coordination;
E. Cognition, Situational Impairment, Hearing.
Section B

Answer ONE question from this section.

1. a) Why is co-operative evaluation different from other methods? (Bookwork) (2 marks)

b) What four tools are at the disposal of the ‘poor’ UXer? (Bookwork) (2 marks)

c) How would you go about getting the ‘what’, in a Requirements Elicitation (Formative Evaluation)? (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) 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)
2. a) What is the ‘skeptic’ view of Gamification? (Bookwork) (2 marks)

b) Why are Post-its so important? (Bookwork) (2 marks)

c) What is the scientific method and why is it important? (Discussion with Example[s]) (6 marks)

d) You only have 2 weeks to elicit some user data. How do you go about this. (Application of Technique) (4 marks)

e) Given the task of designing a Sales support system for a large car component supplier, how can you enhance the users’ (in this case Sales People) perception of fun? (Explanation & Original Thought) (6 marks)