Question 1

The main purpose of personas and_____is to identify user needs and make it easier for designers, developers and other stakeholders to understand who the users are, what they do, what their obstacles are, and to facilitate discussions within the design team.

As-is scenario

A narrative text description of the procedure a specific user currently follows to complete one or more tasks. Notes:

1. The specific user in the scenario is often a persona.

2. As-is scenarios are created by a user experience professional based on results from observation and contextual interviews.

3. As-is scenarios are a suitable basis for developing personas as thinking about users in their current context of use involves thinking about what they want to do, and thinking about activities involves thinking about who will be undertaking them.

4. As-is scenarios are reviewed by users to detect misunderstandings that may have occurred during contextual interview.

Answer:

Question 2

Which one of the following statements best characterises a usability inspection?

Options:

A- A meeting where designers brainstorm ideas for a new interactive system

B- An evaluation of a storyboard

C- An evaluation of an interactive system where experts identify potential usability problems

D- A focused discussion where an inspector leads a group of participants through a set of questions on a particular topic

E- An evaluation that involves representative users performing specific tasks with the interactive system to enable identification of usability problems

F- An examination (inspection) of the results of a contextual interview

Answer:

C

Question 3

The options below include some of the activities in a human-centred design process. Which one of these options lists those activities in the correct order?

Options:

A- Specify the user requirements > Plan the human-centred design process > Evaluate the designs against user requirements

B- Understand and specify the context of use > Specify the user requirements > Produce design solutions to meet user requirements

C- Understand and specify the context of use > Evaluate the designs against user requirements > Release the draft prototype

D- Specify the user requirements > Understand and specify the context of use > Evaluate the designs against user requirements

E- Plan the human-centred design process > Evaluate the designs against user requirements > Incorporate the organisational requirements

F- Understand and specify the organisational requirements > Understand the user requirements > Produce design solutions to meet organisational requirements

Answer:

B

Question 4

VisitDenmark is planning an app that lets visitors search for attractions, events and restaurants in Denmark.

Which two of the following remarks from an interviewer during an interview about the new app adhere to the master-apprentice principle?

Options:

A- Interviewee: 'Sometimes the opening hours listed for attractions are not up to date' Interviewer: 'We'll talk about that in a moment. First, I want to hear more about the types of attractions that interest you'

B- Interviewee: 'It would be nice if the app could show me videos from past music festivals' Interviewer: !iReally? What do you expect from a music festival?'

C- Interviewee: 'I like restaurant reviews but I always read them carefully to find out if they're fake.' Interviewer: 'Can you explain what you mean by ;fake'?'

D- Interviewee: 'I am quite interested in design, so I would like to have an overview of museums and shops that show contemporary design' Interviewer: 'Can you give me an example of a museum and a shop that you enjoyed?'

E- Interviewee: 'Sometimes the French text is a bit silly. It's clearly written by someone..:1 Interviewer interrupts: 'Should there be more pictures?'

F- Interviewee: 'I usually prefer quiet restaurants because they allow me to understand what people in my party are saying' Interviewer: ::Yes. I agree with that. Let me make a note of it. I love restaurants like i;Roligheden' ('Silence') in Copenhagen, which is very quiet indeed'

Answer:

C, D

Explanation:

During a contextual interview, the interviewer treats the interviewee as the master while the interviewer is the humble apprentice (master-apprentice model). The interviewer asks because they sincerely want to learn -not because they want to demonstrate their knowledge. The interviewer should use open and neutral interview questions rather than closed and leading questions to avoid biasing the interviewee

Question 5

Question Type: MultipleChoice

16. Which two of the following relate to the user experience of a train travel website but not to its usability:

Options:

A- Pop-ups regularly appear over the text, leading users to become angry and frustrated

B- Users frequently mention that they like the layout of the website

C- If a session times out the user does not find out until they have submitted all of their contact and payment information. They then have to start all over again

D- The data strip on tickets bought from the website cannot be read by machines at the ticket barriers, forcing customers to queue up to have their ticket checked manually

E- Tickets bought online do not need to be printed out. Users are able to scan their confirmation emails at the ticket barrier - this removes the worry for users who are concerned about losing their tickets

F- The website has not been optimised for mobile phones, and users get frustrated and annoyed as they try to fill text fields in

Answer:

A, B

Question 6

Question Type: **MultipleChoice**

Which one of the following is a valid user requirement for Gamma Airlines website?

Options:

A- Most users who frequently book flights on Gamma Airlines website must be satisfied with the website

B- Gamma Airlines website must be effective, efficient and satisfactory to use

C- Users must be able to book a flight within a reasonable time

D- If a user books a flight that costs more than 2,000, the website must send a confirmation code to the user's mobile phone; the reservation must not be accepted before the user has entered the correct confirmation code on the website

E- Gamma Airlines website must be at least as efficient as the websites of the two most important competitors, Alpha Airlines and Beta Airlines

F- Users must be able to select the payment methods they used for previous reservations

Answer:

F

Explanation:

A requirement for use that provides the basis for design and evaluation of an interactive system to meet identified user needs.

Notes:

1. User requirements are derived from user needs.

2. A user requirement can be a qualitative user requirement or a quantitative user requirement.

3. Both qualitative and quantitative user requirements provide a basis for the design of the interactive system and can be verified by evaluating the interactive system. While qualitative user requirements address the way in which the interactive system is used to arrive

at a user goal, quantitative user requirements set measurable goals for usability and user experience.

Question 7

Which one of the following statements does NOT illustrate an important principle for the human-centred design of a new e-commerce website?

Options:

A- 'We continue to do usability evaluation until user requirements have been met'

B- 'The design also addresses what happens before and after users use the new website, for example, promotional ads in other media, and emails that users receive after completing a purchase71

C- 'We include users throughout our design process'

D- 'During interviews, prospective users came up with suggestions for all kinds of interesting features for the new website. Whenever this happened, we gathered feedback on those suggestions from other users'

E- 'We include management throughout our design process and ask them to approve the needs of our users'

F- ''The results of the most recent usability test showed that we haven't fully understood the user needs, so we need to interview more users'

Answer:

E