

Examination Human-Computer Interaction

(Module Intelligent Interaction Design)

January 9, 2015

NB 1. Create students only have to do questions 1-7.

NB 2. All questions have equal weight.

NB 3. Answers can be given in English or Dutch.

1. Usability goals are typically operationalized as questions. Consider next question:
Is the product capable of allowing people to buy the goods they want?
 - a. To which usability goal does this question refer?
 - b. Is this question a suitable formulation to operationalize that usability goal? Explain your answer.
2. Give an example of the design principle affordance.
3. During a face-to-face conversation a number of rules are followed, enabling people to know when to listen, when to speak, and when to stop to speak. Give two of those rules.
4. Given is the statement:
When you communicate by computer-mediated communication, using VoIP works better than using text.
Is this statement true? Explain your answer.
5. Given is the description:
Telepresence systems are designed to allow persons to feel as if they were present or to give the appearance as if they were present in another location.
Is this statement a correct description of telepresence systems? If not, improve the statement.
6. Give two examples of persuasive technology in non-commercial domains: one from traditional media (magazines, newspaper, television) and one from the web.
7. What is ideo-pleasure in the pleasure model?
8. You want to find all occurrences of the word *Interaction* in a given text. Is this better achieved by command-based interaction or by direct manipulation? Explain your answer.
9. Given is the statement:
Multitasking should be dissuaded, because of its effects on attention.
Is this statement true? Explain your answer.
10. Given is the statement:
Because of the properties of short-time memory a menu should only have about seven options.
Is this statement true? Explain why.

11. What is the goal of running a pilot study prior to an evaluation study?
12. Give an example of a semantic differential scale.
13. Which of the following products are typically collected during an ethnographic study, and why?
- descriptions of activities observed
 - structured interviews with members of the target group
 - videos of artifacts as used in the observed work place.
14. Given are two statements about contextual inquiry:
- During contextual enquiry the designer works as an apprentice to the user.*
 - Contextual inquiry is typically done during user evaluation with prototypes.*
- Are these statements true? If not, explain why.
15. Given is the statement:
- Scenarios may be used during the analysis phase but also during design phase.*
- Is this statement true? If not, explain why.
16. Given are two statements about prototypes. The words lo fi and/or hi fi are left out.
- ... prototypes support the exploration of alternative designs and ideas*
 - Wizard of OZ is a ... prototyping technique.*
- Is statement a typical for lo fi or hi fi prototypes? And statement b? Explain your answers.
17. Given are two statement about evaluation.
- Evaluation is not possible with initial sketches and storyboards.*
 - Evaluation with lo fi prototypes is typically a form of summative evaluation.*
- Are these statements true? If not, explain why.
18. Heuristic evaluation is based upon a list of 10 heuristics. Give 2 of them.
19. Given are two statements about cognitive walkthrough:
- Cognitive walkthrough is typically performed by a usability expert.*
 - Cognitive walkthrough can be performed without a prototype.*
- Are these statements true? Explain your answers.
20. Given is a statement about differences between usability testing and field studies:
- Key differences between usability testing and field studies include:*
- *the location of the study*
 - *the number of participants*
 - *the amount of control that is imposed.*
- Is this statement correct? If not, explain why.