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QUESTION 41

Usability is a part of the user experience as defined in CPUX-R What does usability here consists of?
* Efficiency
* Product, placement and price
* Satisfaction
* Interaction with social media
* Cultural neutrality
* Effectiveness
Explanation

See page 12 in https://uxqb.org/wp-content/uploads/documents/CPUX-F_EN_Curriculum-and-Glossary.pdf User experience A user’s perceptions and responses that result from the use and/or anticipated use of an interactive system.

Notes:

1. Users’ perceptions and responses include the users’ emotions, beliefs, preferences, comfort, behaviours, and accomplishments that occur before, during and after use.

2. User experience is a consequence of brand image, presentation, functionality, system performance, interactive behaviour, and

assistive capabilities of the interactive system. It also results from the user’s internal and physical state resulting from prior experiences, attitudes, skills, abilities and personality; and from the context of use.

3. Usability criteria can be used to evaluate aspects of user experience.

4. Usability is mainly about the interaction with the interactive system. User experience also takes into account what happens before and after the interaction through to final use and recollections of use. See the examples below.

5. User experience is mainly about satisfaction and fulfilment of expectations.

6. User experience is often referred to as UX.

7. The following figure shows the relationship between user experience and usability. Usability is effectiveness, efficiency and satisfaction during actual use, while user experience is the satisfaction or dissatisfaction during anticipated use, actual use and after use.

QUESTION 42

What are usability evaluation methods? Choose two.
* Two or more rooms that are specially equipped for usability tests or focus groups.
* The purpose of a usability evaluation is to determine whether or not an interactive system, or a prototype of an interactive system, meets the user requirements and applicable dialogue principles, heuristics and user interface guidelines.
* A checklist used by a moderator in a usability test to keep track of briefing and presession interview questions, usability test tasks, and post-session interview questions
* A process through which information about the usability of an interactive system is gathered in order to improve the interactive system (known as formative usability evaluation) or to assess the merit or worth of an interactive system (known as summative usability evaluation).

QUESTION 43

What is a usability finding? Select two
* A usability problem
* A usability requirement
* Something that users liked – that is, a positive usability finding.
* A usability priority
* Something that the users would like to add
* The evaluation of the liking of color patterns
Explanation

Se side 48 i https://uxqb.org/wp-conten17uploads/documents/CPUX-F_EN_Curriculum-and-Glossary.pdf

QUESTION 44

Fill in the blank:

Observation is a method for gathering_____ relating to user needs in which an observer watches users who carry out tasks that are related to the interactive system.
1. contextual information

QUESTION 45

Which one of the following statements best describes a user group?

* A group of users whose personal characteristics and context of use with respect to the interactive system are similar or identical
* A collection of personas whose personal characteristics and context of use with respect to the interactive system are similar or identical
* Agroup of participants in a usability test whose personal characteristics and context of use with respect to the interactive system are similar or identical
* Agroup of participants in a focus group whose personal characteristics and context of use with respect to the interactive system are similar or identical
* A description of a fictitious but realistic group of users and what they intend to do when using an interactive system
* A description of a group of users and what they want to do when using the interactive system

QUESTION 46

Which one of the following statements best describes the term, “design pattern”?
* A collection of buttons of different shapes and colours for use on a website
* A collection of personas with very similar characteristics
* A collection of user groups with very similar characteristics
* A collection of 4 to 8 icons that appear in a fixed order on the display
* A number of different approaches to solving a task in a given context of use; the approaches must have been observed in several, separate usability test sessions
* A solution to a commonly occurring design problem within a given context of use, that describes a design problem, a general solution, and examples of how to apply it

QUESTION 47

Which one of the following is NOT a typical rating of a usability finding?
* Positive finding
* Minor problem
* Major problem
* Critical problem
* Essential problem (must be fixed regardless of cost)
* Catastrophic problem (life-threatening problem)

QUESTION 48

If a user’s mental model of an interactive system is incomplete or contradictory,
* then the user cannot easily use the interactive system.
* then the user can still easily use the interactive system.
* then the user will have to learn to easily use the interactive system.

QUESTION 49

A colleague is planning interviews with users of a restaurant review system. Among other questions, their interview checklist includes the question How do you choose a restaurant?

Which two of the following terms best characterise this interview question?
* Closed
* Formative
* Leading

* Neutral
* Open
* Summative

QUESTION 50

Which one of the terms below best characterises the following description?

Elena Montgomery, Human Resources Coordinator, Fluid Pharmaceuticals

Elena is 35 years old. She shares an apartment with her boyfriend of 4 years – they have no children. Her favourite pastimes are dancing tango and preparing wonderful tapas. She speaks conversational Spanish.

Elena spends most of her day processing forms that are needed to hire, transfer, or discharge employees in the Marketing department. If something is incomplete or unclear, she takes the time she needs to find the answer.

She is an expert in all relevant forms and procedures.

Elena’s goals: Advance in HR, excellence through accuracy; helpfulness; do not fall behind.
* Prototype
* Persona
* As-is scenario
* Use scenario
* User group
* User group profile
Explanation

The context of use is described in user group profiles and personas (who are the users), as-is scenarios (how do users currently do tasks), task models (details about what the tasks are) and user journey maps (how users interact with the interactive system and the organisation providing it).

A user group profile is a generalised description of a collection of users with the same or similar personal characteristics and context of use related to the interactive system.

A persona is a description of a fictitious but realistic user and what he or she intends to do when using the interactive system.

An as-is scenario is a narrative text description of the procedure a specific user currently follows to complete one or more tasks, A task model is a list of subtasks for each task which the user has to complete to reach their goals. Task models help the design team to design the right solution for each task. User journey maps provide an overview of the touchpoints where users interact with the interactive system and the organisation providing the interactive system. They help stakeholders and user experience professionals understand and optimise the user experience.

A user group profile is a generalised description of a collection of users with the same or similar personal characteristics and context of use related to the interactive system.

A persona is a description of a fictitious but realistic user and what he or she intends to do when using the interactive system.

The main purpose of personas and as-is scenarios 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.

QUESTION 51

What are qualitative user requirements?
* Qualitative user requirements set measurable goals for usability and user experience.
* Qualitative user requirements address the way in which the interactive system is used to arrive at a user goal
* Qualitative user requirements address the way in which the system is designed
* Qualitative user requirements provide a basis for the design of the interactive system and can be verified by evaluating the interactive system.
* Qualitative user requirements qualify the need for the user requirement in question
* Qualitative user requirements set measurable design on quantitative user requirements

QUESTION 52

Pick which are subtasks:
* Rent a car
* Cancel a car rental reservation
* Register on a car rental website
* Log in to a car rental website
* Enter the password
* Book a flight
Explanation

A subtask does not in itself achieve a goal from the user’s point of view but is a necessary decision or action to reach the user’s goals.

QUESTION 53

Choose the correct order for the human-centred design activities:

1. Design solution meets user requirements

2. Specify the user requirements

3. Analysis: Understand and specify the context of use

4. Evaluate the design and organisational requirements

5. Produce design solutions to meet user requirements

6. Plan the human-centred design process

7. Design solution meets user requirements
* 1. 3. 2. 6. 5. 4. 7 or repeat
* 6. 3. 2. 1. 5. 4. 7 or repeat
* 6. 2. 3. 1. 5. 4. 7 or repeat
* 6. 3. 2. 1. 4. 5. 7 or repeat
* 6. 3. 2. 5. 4. 7. 2 or repeat
* 6. 3.2.4.5. 1.7 or repeat

QUESTION 54

Which one of the following statements does NOT illustrate an important principle for the human-centred design of a new e-commerce website?
* “We continue to do usability evaluation until user requirements have been met”
* “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
* “We include users throughout our design process”
* “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”
* “We include management throughout our design process and ask them to approve the needs of our users”
* ”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”

QUESTION 55

Fill in the blank;

A task is a set of activities undertaken in order to achieve a specific_____.
goal

QUESTION 56

16. Alice and Bob have a passion for the theatre. For Bob’s birthday, Alice decides to buy them both theatre tickets. She goes online to find and book tickets for a production that she thinks they will both enjoy. After the performance, Alice talks to Bob about the whole experience

1. The online ads that attracted Alice to the website claimed “Buy your tickets in under 60 seconds!

Guaranteed!” It took Alice about 5 minutes to buy her tickets. “I couldn’t work out how to select my tickets – that made me feel stupid”, Alice explains to Bob

2. Alice thought the website looked attractive

3. Once she had selected the tickets, the checkout process seemed easy

4. When Alice and Bob arrived at the theatre, they were told that their printed tickets were not valid; they argued with the usher for ten minutes before someone in the box office confirmed their tickets were genuine and they were allowed in

5. Alice pre-ordered their interval drinks on the website, as they were offering a 2-for-1 deal. When she went to collect the drinks the barman had no record of her order.

6. The description of the credit card transaction that appeared on Alice’s bank account was unintelligible; Alice was only able to work out what the transaction was because she recognised the amount. Which one of the following statements about Alice’s user experience of the website is correct?
* All issues 1 -6 affect the user Experience
* Only issues 2 and 3 affect the user experience
* Only issue 3 affects the user experience
* All issues except 6 affect the user experience
* Only issues 1, 2 and 3 affect the user experience

* None of the issues 1 -6 affect the user experience
Explanation

Usability is the extent to which an interactive system is effective, efficient and satisfying to use in a specified context of use. An interactive system is effective if it supports what users need to do to reach their goals, and if users can figure out how to do it. An interactive system is efficient if it supports users in carrying out their tasks using as few resources as possible. In most cases, this means that users must be able to complete their tasks quickly. An interactive system is satisfying if it is pleasant to use.

User experience (UX) considers satisfaction before, during and after use (whereas usability considers satisfaction only during use). User experience before use may be influenced by company branding, customer reviews, previous interactions, etc. User experience after use may be influenced by product delivery, post-sales support, recent interactions, etc.

QUESTION 57

A low-fidelity prototype is:
* A low-cost, simple illustration of a design or concept used to gather feedback from users and other stakeholders during the early stages of design.
* A software prototype of the user interface to the interactive system that is being designed. A high-fidelity prototype more closely resembles the finished interactive system.
* a conveyed idea in the form of mental images.

QUESTION 58

Fill in the blank:

The interviewer should use open and neutral interview questions rather than closed and_____ questions
leading

QUESTION 59

Which one of the following statements best describes the purpose of a focus group?
* To gather focused information from a group of users in a usability test session
* To gather contextual information relating to user needs without interfering with users’ work
* To collect contextual information relating to user needs by talking to users with particular focus on a user group
* To gather ideas for personas and scenarios
* To discuss a set of questions on specific topics
* To evaluate an interactive system
Explanation

Focus group

A focused discussion where a moderator leads a group of participants through a set of questions on specific topics.

Note: 1.

Do not use focus groups for usability evaluation. Focus groups are about attitude and opinion. In comparison, usability tests are about observing actual user behaviour.

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