

1.

When there are competitive products in a marketplace that offer similar functionality, which of the following is vital for product acceptance?



Fancy box art.



An encyclopedia of manuals to accompany the product.



Well-engineered usability.



Celebrity endorsements.

2.

Since design is inherently creative and unpredictable, there are no methods available to guide a designer.



True



False

3.

In the initial decades of software development, technically oriented programmers designed programming languages and applications for themselves and their peers. What was a side effect of this phenomenon?



Since they were designing programs for themselves, they were extremely simple to use.



They created complex interfaces due to their substantial experience.

4.

Which of the following should have its own user-interface architect?

- ☐ A large organization.
- ☐ Any organization, regardless of size.
- ☐ Each project.
- ☐ Each programmer.

5.

Careful selection of users can help build successful participatory design experiences in which of the following ways: (Select ALL that apply)

- ☒ Increases participants' sense of importance
- ☐ Eliminates participants who you feel aren't capable of performing the task effectively
- ☒ Emphasizes the seriousness of the project.
- ☐ Allows one to ensure favorable reviews are given about the quality of the interface

2 choice is correct ^

6.

What is the difference between user-interface designers and traditional ethnographers?

- ☐ User-interface designers do not have to understand their subjects, where traditional ethnographers do.
- ☐ User-interface designers often need to immerse themselves in cultures for weeks or months, whereas traditional ethnographers typically limit the process to a shorter period of time.
- ☐ User-interface designers focus on interfaces for the purpose of changing and improving them, whereas traditional ethnographers are just interested in understanding their subjects.

7.

In the absence of empirical data, human-interface guidelines are usually based on:



Best-guess judgments from experienced professionals



User preferences from surveys



Statistical analyses of user logs

8.

If a user interface for a system causes fatal errors and is demonstrated to be difficult to understand, the designers and developers would be open to a lawsuit alleging improper design.



True



False

9.

By writing a statement of plausible impacts by an interactive system, it will only elevate fears or force developers to make unreasonable compromises. It is best to record these impacts and only reveal them at the end of the development process, at which point they can be fixed.



True



False

10.

Which of the following is NOT one of the four pillars of successful user-interface development?

- ☐ User-interface Requirements
- ☐ Guidelines Documents & Process
- ☐ User-interface Software Tools
- ☒ Development methods
- ☐ Expert Reviews & Usability Testing

11.

When projects are not well defined, designers can find it useful to develop scenarios based on what happens when the user performs typical tasks in a workday. By writing these scenarios of usage, it provides an easy way to describe a system to even non- technical people involved in the project.

- ☒ True
- ☐ False

12.

Which one of the following is NOT one of the four E's of management strategies?

- ☒ Expertise
- ☐ Education
- ☐ Enforcement
- ☐ Exemption
- ☐ Enhancement

13.

Creating low-fidelity prototypes out of slips of paper, pieces of plastic and tape offers little benefit to interface design, since those real-world objects are difficult to translate to a digital setting.



True



False