Chapter 4 Multiple Choice Questions

1. Heuristic Review is a type of expert review where \_\_\_\_\_\_\_\_\_\_\_.
	1. The experts simulate users walking through the interface to carry out typical tasks.
	2. The experts critique an interface to determine conformance with a short list of design standards.
	3. The experts verify consistency across a family of interfaces, checking the terminology, fonts, color schemes, layout, input and output formats, etc.
	4. The experts conduct an inspection that focuses on how users think when interacting with an interface.
2. Guidelines Review is a type of expert evaluation where \_\_\_\_\_\_\_\_\_\_\_\_.
	1. The experts simulate users walking through the interface to carry out typical tasks.
	2. The experts critique an interface to determine conformance with a short list of design standards.
	3. The interface is checked for conformance with the organizational or other guidelines document
	4. The experts conduct an inspection that focuses on how users think when interacting with an interface.
3. Metaphors of human thinking (MOT) is a type of expert review where \_\_\_\_\_\_\_\_\_\_\_\_\_.
	1. The experts simulate users walking through the interface to carry out typical tasks.
	2. The experts critique an interface to determine conformance with a short list of design standards.
	3. The experts verify consistency across a family of interfaces, checking the terminology, fonts, color schemes, layout, input and output formats, etc.
	4. The experts conduct an inspection that focuses on how users think when interacting with an interface.
4. Cognitive walkthrough is a type of expert review where \_\_\_\_\_\_\_\_\_\_\_.
	1. The experts simulate users walking through the interface to carry out typical tasks.
	2. The experts critique an interface to determine conformance with a short list of design standards.
	3. The experts verify consistency across a family of interfaces, checking the terminology, fonts, color schemes, layout, input and output formats, etc.
	4. The experts conduct an inspection that focuses on how users think when interacting with an interface.
5. Formal usability inspection is a type of expert review where \_\_\_\_\_\_\_\_\_\_\_\_.
	1. The experts simulate users walking through the interface to carry out typical tasks.
	2. The experts verify consistency across a family of interfaces, checking the terminology, fonts, color schemes, layout, input and output formats, etc.
	3. The experts hold a courtroom-style meeting, with a moderator or judge, to present the interface and to discuss its merits and weaknesses.
	4. The experts conduct an inspection that focuses on how users think when interacting with an interface.
6. Which of the following is not a way to make usability recommendations useful?
	1. Communicate each recommendation clearly at the conceptual level.
	2. Ensure that the recommendation improves the overall usability of the application.
	3. Ignore business or technical constraints to focus solely on an ideal product.
	4. Show respect for the product team’s constraints.
7. Discount Usability Testing \_\_\_\_\_\_\_\_\_\_\_\_.
	1. Is a quick approach to task analysis, prototype development, and testing with as few as three to six test participants.
	2. Is testing interfaces with highly diverse users, hardware, software platforms, and networks.
	3. Puts new interfaces to work in realistic environments or in a more naturalistic environment in the field for a fixed trial period.
	4. Is a type of testing in which the users try to find fatal flaws in the system or otherwise destroy it.
8. Competitive Usability Testing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
	1. Compares proposed design concepts to each other to determine which is best.
	2. Compares a new interface to previous versions or to similar products from competitors.
	3. Puts new interfaces to work in realistic environments or in a more naturalistic environment in the field for a fixed trial period.
	4. Is a type of testing in which the users try to find fatal flaws in the system or otherwise destroy it.
9. Universal Usability Testing \_\_\_\_\_\_\_\_\_\_.
	1. Is a quick approach to task analysis, prototype development, and testing with as few as three to six test participants.
	2. Is testing interfaces with highly diverse users, hardware, software platforms, and networks.
	3. Puts new interfaces to work in realistic environments or in a more naturalistic environment in the field for a fixed trial period.
	4. Is a type of testing in which the users try to find fatal flaws in the system or otherwise destroy it.
10. Paper mockups and prototyping \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
	1. Put new interfaces to work in realistic environments or in a more naturalistic environment in the field for a fixed trial period.
	2. Are conducted only under strict lab conditions.
	3. Are conducted using paper mockups of screen displays to assess user reactions to wording, layout, and sequencing.
	4. Are expensive and slow compared to other types of testing.
11. Field tests and portable labs \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
	1. Provide a quick approach to task analysis, prototype development, and testing with as few as three to six test participants.
	2. Are used for testing interfaces with highly diverse users, hardware, software platforms, and networks.
	3. Puts new interfaces to work in realistic environments or in a more naturalistic environment in the field for a fixed trial period.
	4. Is a type of testing in which the users try to find fatal flaws in the system or otherwise destroy it.
12. Can-You-Break-This tests \_\_\_\_\_\_\_\_\_\_\_\_.
	1. Provide a quick approach to task analysis, prototype development, and testing with as few as three to six test participants.
	2. Are used for testing interfaces with highly diverse users, hardware, software platforms, and networks.
	3. Put new interfaces to work in realistic environments or in a more naturalistic environment in the field for a fixed trial period.
	4. Are a type of testing in which the users try to find fatal flaws in the system or otherwise destroy it.
13. Studying a full set of printed screens laid out on the floor or pinned to walls is called getting \_\_\_\_\_\_\_\_\_.
	1. A bird’s eye view
	2. A cognitive view
	3. A heuristic overview
	4. A validation overview
14. Using automated design tools allows designers to get feedback about \_\_\_\_\_\_\_\_\_\_\_.
	1. Users’ patterns of activity
15. A \_\_\_\_\_\_\_\_\_\_ scale requires survey participants to respond to statements with “Strongly agree, Agree, Neutral, Disagree, or Strongly disagree”.
	1. Shneiderman
	2. Satisfaction
	3. Likert
	4. Display
16. Survey planners need to do all of the following except \_\_\_\_\_\_\_\_\_\_.
	1. Pre-test or pilot surveys prior to actual use
	2. Conduct an acceptance test
	3. Control for bias by verifying that respondents represent the population in terms of age, gender, experience, etc.
	4. Develop methods of statistical analysis
17. One of the concerns of continuous user-performance data logging is \_\_\_\_\_\_\_\_\_\_.
	1. User privacy
	2. Data accuracy
	3. User bias
	4. Cost
18. Which of the following is not a consideration in selecting users for a controlled experimental study?
	1. Ensuring users are selected randomly
	2. Ensuring adequate sample size
	3. Ensuring that users reflect a representative sample of target users
	4. Using a convenience sample of friends and family
19. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is something that happens as a result of the experiment and is usually measured, for example, time to complete the task or number of errors.
	1. A dependent variable
	2. An independent variable
	3. Between-subjects design
	4. Within-subjects design
20. The \_\_\_\_\_\_\_\_\_\_\_ evaluation identifies problems that guide redesign and are given while designs are changing substantially.
	1. Summative
	2. Discount usability
	3. Formative
	4. Competitive usability