

## IAT432: FINAL EXAM STUDY GUIDE, 4<sup>th</sup> PART

1. Contrast "heuristic" evaluation as outlined by Nielsen with sample surveys in terms of two clear advantages and two disadvantages to each method.
2. Take your cellphone, laptop or PC as an interface and critique it: what is its best interface design feature; what is its worst? Defend your choices. Are there other systems you know on the market that correct the worst feature? Which?
3. Interface aesthetics are important to user enjoyment and efficiency of use for computers. To your thinking, what is your "must have" design feature and why? (we assume mice, keyboard, screen - focus on design aesthetics such as colour, screen organisation and highlighting, etc.)
4. Surveys have the following pros and cons . . .
  - A. Can be representative through random selection
  - B. Are often costly and slow
  - C. Have high refusal rates
  - D. Often have difficult coding and analysis.
  - E. All of the above
5. Bertelsmann & Pold in their article on interface criticism advocate:
  - A. Mainly cognition and workplace utility evaluation..
  - B. Advocate an aesthetic cultural criticism approach
  - C. Analyse the dominant power and political links behind the software
  - D. Have young children evaluate an interface as kids are more honest
  - E. All of these
6. A null hypothesis in research . . .
  - A. Validates the failure of a research study comparison
  - B. Provides a reliability measure with multiple judges
  - C. What happens to research questions when funding is withdrawn
  - D. Disproves an hypothesis
  - E. Indicates a non-random sample

7. "Field" research is . . .

- A. Mainly done in large, open agricultural areas.
- B. Done where people live and work
- C. Typically done in controlled laboratories
- D. Uses only secondary or historical data
- E. Especially fast and cheap to complete

8. User Experience (abbreviated "UX") is . . .

- A. Specific just to the users speed in learning a designed interface
- B. Focuses on feelings or "felt" experiences in using an interface
- C. Widely covers issues of performance, affect and user satisfaction
- D. Only directly observed through user behaviors
- E. Always fully "objective" or non-judgmental

9. Contrast "emotion" vs. "affect". Give an example of each in the context of on-line commerce software.

10. Briefly describe "cued recall debrief". Why does this procedure work well for assessing usability?