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FIT2001 Systems development - November 2020

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Started on	Wednesday, 6 January 2021, 5:42 PM
State	Finished
Completed on	Wednesday, 6 January 2021, 5:50 PM
Time taken	7 mins 20 secs
Grade	**5.00** out of 5.00 (**100**%)

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Question **1**

Correct

Mark 1.00 out of 1.00

On e-commerce websites usability is important because:

Select one:

- ○ If a user gets lost on a site, they come across other products on the site that they may buy
- ◉ If the site doesn't answer users' key questions, they leave   ✔
- ○ If users cannot find the price of a product, they will persist in looking and stay on the site longer
- ○ People like websites with lots of pretty colours

Your answer is correct.

IMPORTANT NOTE: There was an error with the original question - the following option **If the site doesn't answer users' key questions, they leave,** had the word 'does' instead of 'doesn't. As a result of the confusion caused, all students who were allocated this question were given the full 1 mark regardless of their response.

Please note the correct answer is: If the site doesn't answer users' key questions, they leave

On e-commerce websites usability is important because if the site doesn't answer users' key questions, they leave as most users are not patient and do not have the time to try and work out how to use your site. People generally do not like websites with lots of pretty colours as it is difficult to spend time on these types of sites. You definitely do not want a user to get lost on a site, as they will feel out of control and not want to stay on the site. While they may come across other products on the site that they may buy, the overall experience of the organisation will still be very negative. If users cannot find the price of a product, they will not persist in looking and stay on the site longer - they will most likely leave and go to a competitor's site.

The correct answers are: If the site doesn't answer users' key questions, they leave, People like websites with lots of pretty colours, If a user gets lost on a site, they come across other products on the site that they may buy, If users cannot find the price of a product, they will persist in looking and stay on the site longer

Question 2

Correct

Mark 1.00 out of 1.00

Which of the following best describes a UX formative evaluation?

Select one:

○ Quantitative usability testing on the current version of the live site in order to establish a baseline for further quantitative benchmarking

○ Usability testing on a live site to understand how it compares with its competitors

◉ Qualitative usability testing during development to find out which changes need to be made ✓

○ Running a focus group to understand the needs of the target population

Your answer is correct.

Formative evaluation always takes places during the development process not when the system is already live. So Usability testing on a live site to understand how it compares with its competitors and Quantitative usability testing on the current version of the live site in order to establish a baseline for further quantitative benchmarking are not correct as they are working on the live site. Running a focus group to understand the needs of the target population is not an evaluation as it requires the user to use prototypes to be able to conduct an evaluation. Qualitative usability testing during development to find out which changes need to be made is correct as it is done before the system goes live.

The correct answer is: Qualitative usability testing during development to find out which changes need to be made

Question 3

Correct

Mark 1.00 out of 1.00

Summative usability testing can best be described as:

Select one:

◉ Quantitative usability testing on the current version of the live site in order to establish a baseline for further quantitative benchmarking ✓

○ Finding and fixing usability problems with the user during the prototyping stage

○ The developers using the live system in a lab with one way mirrors to conduct usability tests

○ Assessing an application for how usable it is at any time during development

Your answer is correct.

Quantitative usability testing on the current version of the live site in order to establish a baseline for further quantitative benchmarking, is correct, as Summative testing takes place post implementation and can be quantitative testing of thing such as task times, completion rates and satisfaction. Finding and fixing usability problems with the user during the prototyping stage and Assessing an application for how usable it is at any time during development are incorrect as the evaluations are taking place during development rather than after the system has gone live. The developers using the live system in a lab with one way mirrors to conduct usability tests is not correct as it should be the users using the system dturing usability testing.

The correct answer is: Quantitative usability testing on the current version of the live site in order to establish a baseline for further quantitative benchmarking

Question **4**

Correct

Mark 1.00 out of 1.00

When testing designs with users, who should you use?

Select one:

○ Family and friends

○ Management

○ The most critical users

◉ Typical users ✔

Your answer is correct.

Typical users is the correct answer as you want to test the system with who is most likely to use the system. The others would provide one type of user so just using them would not cover the spectrum of typical users of the system.

The correct answer is: Typical users

Question **5**

Correct

Mark 1.00 out of 1.00

Which three measures are needed to establish how usable a product is?

Select one:

○ Product Responsiveness, Stability and Consistency

○ User Happiness, Competence, Motivation

◉ User Effectiveness, Efficiency and Satisfaction ✔

○ Style guide conformance, Fault tolerance, Size of manual

Your answer is correct.

User Effectiveness, Efficiency and Satisfaction is the correct answers.

Usability is the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency, and satisfaction in a specified context of use.

- Effectiveness: accuracy and completeness with which users achieve specified goals.
- Efficiency: resources expended in relation to the 'effectiveness' with which users achieve goals.
- Satisfaction: the comfort and acceptability of the work system to its users and other people affected by its use.

The correct answer is: User Effectiveness, Efficiency and Satisfaction

◄ Seminar 8 slides: Designing the User Interface

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