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COMMON ASSESSMENT TASK

Level 1 Digital Technologies 2022

91886 Demonstrate understanding of human computer interaction

Credits: Three

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of human computer interaction.	Demonstrate in-depth understanding of human computer interaction.	Demonstrate comprehensive understanding of human computer interaction.

Type your School Code and 9-digit National Student Number (NSN) into the space below. (If your NSN has 10 digits, omit the leading zero.) It should look like "`123-123456789-91886`".

`SchoolCode-YourNSN`-91886

Make sure you have the video file.

Answer ALL parts of the assessment task in this document.

You should aim to write **800–1500 words** in total.

Your answers should be presented in 12pt Times New Roman font, within the expanding text boxes, and may include only information you produce during this assessment session. Internet access is not permitted.

Save your finished work as a PDF file with the file name used in the header at the top of this page ("`SchoolCode-YourNSN-91886.pdf`").

By saving your work at the end of the assessment, you are declaring that this work is your own. NZQA may sample your work to ensure this is the case.

INSTRUCTIONS

The video shows the user, Jackson, carrying out different activities using two similar websites. The task in this assessment requires you to review the interactions in terms of the usability heuristics below.

Read all parts before you watch the video. You may play, pause, and restart the video as often as you like. *Note: The video has no sound.*

You are encouraged to illustrate your answers with screenshots from the video.

RESOURCE: Nielsen's 10 Usability Heuristics

"Usability heuristics" are general principles or "rules of thumb" to help measure the effectiveness of a user interface. You will be familiar with Jakob Nielsen's 10 usability heuristics listed below.

1. Visibility of the system's status

2. Match between the system and the real world

3. User control and freedom

4. Consistency and standards

5. Error prevention

6. Recognition rather than recall

7. Flexibility and efficiency of use

8. Aesthetic and minimalist design

9. Help users recognise, diagnose, and recover from errors

10. Help and documentation

Source (adapted): Nielsen, J. (1994, updated 2020). 10 Usability Heuristics for User Interface Design.
https://www.nngroup.com/articles/ten-usability-heuristics/

SCENARIO: Shopping online for video equipment

Jackson is an 18-year-old looking to purchase some items to kick-start his professional YouTubing career. He needs a good microphone, a high-quality camera, a tripod, and an LED ring light. He will purchase these items online as he feels he can get a better deal if he compares prices on at least two websites.

You will be provided with a video which shows Jackson trying to complete several activities using two different websites. The two websites are *PB Tech* and *JB Hi-Fi*.

Activity	Timestamp (PB Tech)	Timestamp (JB Hi-Fi)
(1) Setting up an account	00:00	01:05
(2) Browsing products and adding to wish list	02:34	06:28
(3) Checking product stock levels and finding the nearest store	08:45	09:18
(4) Using the help feature	10:01	10:42
(5) Updating account details and logging out	11:42	12:20

ASSESSMENT TASK

(a)   Choose a website – *PB Tech* or *JB Hi-Fi*.

Describe the role of your chosen website.

(b)   Which <u>usability heuristics</u> allowed Jackson to complete the following activities? How did they achieve this?

(i)   Setting up an account

Chosen heuristic:

How did this heuristic help Jackson set up his account?

Chosen heuristic:

How did this heuristic help Jackson set up his account?

(ii)   **Browsing products and adding to wish list**

Chosen heuristic:

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How did this heuristic help Jackson browse products and add them to his wish list?

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Chosen heuristic:

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How did this heuristic help Jackson browse products and add them to his wish list?

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(iii)   Select a further activity from the table on page 3. Evaluate the usability heuristics that enabled the chosen activity to be carried out efficiently and successfully.

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(c) (i) Which of the two websites was most effective in enabling Jackson to carry out the activities he needed to in order to purchase the video equipment? Justify your choice by comparing three or more features of the interfaces in terms of the usability heuristics.

(ii) Referring to at least TWO usability heuristics, suggest how the usability of either interface could be improved.