

## Users, part 2 – Exercises

Submit your answers as a PDF file.

1. Study the material about cultural factors and Web design and answer to the questions:<http://www.creativebloq.com/design/cultural-factors-web-design-3135752>

a. How does the reaction to ambiguity differ by the people of high context cultures vs. people of low context cultures?

High context cultures tolerate a higher level of ambiguity and understatement than low context cultures. Low context culture represents directness and true feelings to communicate.

b. Is Finland in your opinion a high power distance country or a low power distance country?

I would say that Finland represents low power distance. We can question our leaders' orders and it's okay to have a different opinion and talk about it with our bosses.

c. Is Finland in your opinion a slow messaging or a fast messaging country?

Finland is definitely a fast-messaging country. We expect things to happen as fast and efficiently as possible.

2. Study the material about measuring learnability: <https://www.nngroup.com/articles/measure-learnability/>

The article contains a section "Running a Learnability Study". Select a software product familiar to yourself and select a feature for conducting a learnability study.

a. Briefly describe the product and the feature to be tested

I choose M365 PowerPoint in this task. M365 is a software family containing tools for work and home. It includes features such as email, office applications and different hosted services. (

[https://en.wikipedia.org/wiki/Microsoft\\_365#Components](https://en.wikipedia.org/wiki/Microsoft_365#Components)) PowerPoint is a tool for making slideshows. You can add text, shapes, tables, pictures, links, comments, symbols, different media and so on.

b. Briefly describe the most important users of the product

Most important users are different companies. Also student and teachers use PowerPoint quite much in my opinion.

<https://speech.me/reasons-you-should-stop-using-powerpoint/>

c. What kind of results would you expect to get regarding

i. First-use learnability.

I would expect the use to be quite easy especially if the task is easy such as writing a name in the document. But if the task is harder like adding text, pictures etc the time used to complete the task is greater than completing a much more simpler task. In this case the metric could be time or just simply counting the clicks the user makes to find out where she/he finds the feature she/he needs in order to complete the task. Also it would be good to retake the same test and see if the time is reduced in retake.

The learnability is harder if you have never used any M365 products or similar products. When testing learnability it would be great if you can test with people with little or no experience with using the product.

ii. Steepness of the learning curve, i.e. How fast do users get improved results via repetition?

I assume that users would improve their results quite fast because PowerPoint is easy to use. And like I mentioned earlier, if the task is easy the less time is used but if it's more complicated, even the re-exams would take quite much time until the task is completed. And when it comes to analyzing the results, it is important to have the same users as in the first phase.

You will need to make some educated guesses and use reasoning with the part c. Alternatively, conduct a small-scale study and measure the results.