Solutions to Week 4 Assignment

1. Which of the following should an HCI expert take care of while designing a product?
   a. You can make as many assumptions as possible
   b. If it's not obvious to the users, it's always their fault
   c. **You should not think yourself as a typical user**
   d. The end user is never a beginner

2. An HCI expert needs to be careful about which of the following
   a. Users hijacking a discussion during an interview
   b. Users deliberately providing incorrect information during a survey
   c. **Users hijacking a discussion during an FGD**
   d. All of the above
   e. Both a and c
   f. None of the Above

3. Why do we need a Survey?
   a. To narrow down the data collection for your problem
   b. Collecting qualitative data
   c. **To understand the needs of a large set of users**
   d. **Statistical representation of the population of interest**

4. Which of the following is a mode of conducting surveys?
   a. Telephone
   b. Web
   c. Hybrid
   d. **All of the above**

5. Which of the following issues occur in personal surveys?
   a. Surveys are unnecessarily long
   b. **Time consuming**
   c. Low response rate
   d. **Users may be biased due to the presence of the interviewer**

6. Which of the following survey techniques has the lowest response rate
   a. **Email**
   b. Telephone
   c. Personal
   d. Web

7. Which of the following is true about closed questions?
   a. Closed questions are easy to code because they are not mutually exclusive

b. They might introduce bias in the study
c. Closed questions are time saving
   d. They allow for greater creativity than open ended questions

8. Which of the following is **not** true about open-ended questions?
   a. They are easy to analyze
   b. Allow users to express their ideas without restriction
   c. They incur greater time cost, compared to closed questions
   d. All of the above

9. Which of the following questionnaire designs are particularly useful for exploratory studies?
   a. Closed questions
   b. Hypothetical questions
   c. Questions with mutually exclusive options
   d. Open-ended questions

10. Which of the following techniques can be used to understand the needs of a user?
   a. Focus Group Discussions
   b. Interviews
   c. TV advertisements
   d. None of the above

11. Which of the following can help you understand the mistakes that you've made in questionnaire design as well the mistakes users are making in providing responses to the questions?
   a. Focus Group Discussions
   b. Cognitive walkthrough
   c. Survey
   d. Pilot study

12. Choose the option with the most optimal order.
   a. Focus Group Discussions -> Interviews -> Surveys
   b. Surveys -> Focus Group Discussions -> Interviews
   c. Surveys -> Interviews -> Focus Group Discussions
   d. Interviews -> Focus Group Discussions -> Survey

13. Which of the following factors **does not** govern the choice of the survey mode?
   a. Time and budget constraints
   b. Quality of the experts that will evaluate the survey
   c. The response rate desired

     d. The complexity of the questions to be asked

14. Which of the following instances illustrates 'cognitive walkthrough'?
     a. Talk to the users about their needs
     b. Consult the experts
     c. Imagine yourself as the user and think from their perspective
     d. None of the above

15. What type of questions should one avoid in a questionnaire?
     a. Double negatives
     b. Leading questions
     c. Demographic questions
     d. Overlapping response categories

16. What is/are the goal/s of Task Analysis?
     a. To determine the tasks that the actual users of the product are most likely to perform
     b. To determine how often are the tasks performed
     c. To identify the tasks that the developers of the product designed into the product
     d. To identify the time constraints on the tasks

17. Which of the following can be classified as a difficult task while navigating on an e-commerce website?
     a. Create an account/Login
     b. Cancel a purchase
     c. Find a product and add to cart
     d. Checkout and proceed to purchase

18. Which of the following was one of the problem with the Stanford Prison Experiment?
     a. Violation of participants' privacy
     b. Ethical issues - severe repercussions on the participants
     c. Participants were not given enough time for the task
     d. Participants found the task very easy

19. Which of the following could be an example of a question in task analysis?
     a. What is your occupation?
     b. Under what situations will you use an app like this?
     c. Have you used a similar app?
     d. How would you change your profile picture in this app?

20. What is an ideal composition of tasks in a task analysis?
    a. All easy tasks
    b. All difficult tasks
    c. **A mix of easy, moderate and difficult tasks**
    d. More easy tasks and less difficult tasks