

Week 3 Quiz – Evaluation

10 questions

Score:10/10

1
point

1.

What is the goal of A/B testing?

- ☐ To create software and release it in version A, refine and release version B, and so on
- ☒ To compare the performance two (or more) interface variations
- ☐ To test users' answers to quiz questions
- ☐ To allow users to choose interface options from a menu

1
point

2.

What is a heuristic evaluation?

- ☒ Analyzing a system according to a set of guidelines for good usability.
- ☐ Presenting a description of a system of a group of representative users
- ☐ Developing a description of an example user and thinking about how he or she might use the system
- ☐ Having users test a system with low-tech paper prototypes

1
point

3.

What is the goal of a usability study?

- ☒ To measure and describe usability of a system for given tasks
 - ☐ To test the security of a system
 - ☐ To develop new measures of usability
 - ☐ To study the theoretical aspects of usability
-

1
point

4.

If we ran an experiment to test if password logins were faster than a voice recognition authentication system, what would be required to show passwords were faster?

- ☐ Password users remembered their passwords more easily than voice recognition users remembered how to authenticate
 - ☐ The average login time for password users was lower than for voice recognition users
 - ☒ Statistical tests showed that the password group logged in significantly faster than the voice-recognition group.
 - ☐ The users of the password group reported higher satisfaction on surveys than the voice recognition group
-

1
point

5.

Which of the following is not something you would do when running a controlled experiment to evaluate an interface?

- ☐ Provide users with training and instructions on how to use the control and experimental interfaces
- ☐ Have some people try using the control interface while other people try using the experimental interface

- ☒ Select average users to test the control interface and expert users to test the experimental interface.
 - ☐ Have each person in the experiment try both interfaces.
-

1
point

6.

Qualitative evaluation is intended to:

- ☒ Understand user experiences and reactions to a design
 - ☐ Time how long it takes a user to complete a task
 - ☐ Measure how well a user remembers the steps required to complete a task
 - ☐ Count the number of errors a user makes when using the system
-

1
point

7.

Which of the following is NOT a standard observation method

- ☒ Assisted Use
 - ☐ Think Aloud
 - ☐ Constructive Interaction
 - ☐ Silent Observer
-

1
point

8.

Why do we conduct usability studies on systems that have already been designed?

- ☐ A usability study will show how much users like a system and that can help companies set the price for their software

- ☒ Despite their best efforts, designer and developers cannot know exactly how users will interact with their system. A usability study will find previously uncovered errors.
 - ☐ Users often make ignorant mistakes. A usability study will show areas in which users need better training.
-

1
point

9.

Which of the following are typical questions to ask on a pre-test questionnaire?

- ☐ What was most challenging about using the interface
 - ☒ What is your age
 - ☒ What is your highest level of education
 - ☐ How difficult was it to complete task 1
-

1
point

10.

When conducting a controlled experiment, which of the following is not part of the process

- ☐ Identify dependent and independent variables
 - ☒ Explain to participants what conclusions you hope to draw from the results
 - ☐ Design and test the experimental protocol
 - ☐ State a lucid hypothesis
-

Submit Quiz

