

Question 3: (4 marks)

A mobile game's tutorial heavily relies on visual cues (e.g., small, blinking icons) to teach players how to interact. Some users report difficulty understanding the game due to poor eyesight or cognitive processing challenges. Identify two **POUR principles** of accessibility that are being violated and suggest a specific improvement for each.

[illegible]

Question 4: (3 marks)

A university's new website for course enrolment has a main navigation menu that changes its structure and labelling on almost every page. Users report being constantly lost and frustrated. Which usability principle is most severely affected here? Explain why and recommend one strategy to improve it.

[illegible]

Marking Guide

Question	Response	Mark
3	Identifies first violated POUR principle: States Perceivable	1
	Suggests specific improvement for Perceivable <i>Recommends making icons larger and adding text labels or providing audio cues for visual elements to ensure information can be seen or heard by all users.</i>	1
	Identifies second violated POUR principle: States Understandable	1
	Suggests specific improvement for Understandable <i>Recommends providing clear, simple text instructions alongside visual cues, or offering options to repeat tutorials, to ensure content and navigation are easy to follow</i>	1
4	Identifies the usability principle: States that learnability is most severely affected	1
	Explains why <i>Describes how inconsistent navigation structure and changing labels make it difficult for users to quickly understand and predict how to use the website, leading to frustration and increased cognitive load</i>	1
	Recommends one strategy: <i>Suggests implementing a consistent design for the navigation menu (e.g., using similar layouts, colours, icons, and labels across all pages)</i>	1