

## QUESTION ONE

- a) Explain the following terms as used in user interface architecture (6 marks)
  - (i) User interface architecture
  - (ii) Usability
  - (iii) Perceived affordance
- b) Successful designers must be able to go beyond the intuitive judgments and look for helpful guidance. Such guidance is available in the forms of guidelines, principles and standards. Distinguish between principles, guidelines and standards. Provide one example for each of them (6 marks)
- c) Discuss the importance of ecological and constructivist theories in user interface design (4 marks)
- d) Describe task analysis in the design of user interfaces and clearly explain HTA (4 marks)
- e) Describe any three interaction styles mentioning the advantages and disadvantages of each. (6 marks)

## QUESTION TWO

- a) Design guidelines are an important part of usability engineering. Discuss five such guidelines and provide examples. (10 marks)
- b) What is the difference between recognition and recall in relation to human memory? Discuss the implications of this for interface designers (4 marks)
- c) Describe the two main kinds of prototyping. Be careful to include examples of each. (6 marks)

## QUESTION THREE (20 MARKS)

- a) Explain the usability engineering process (8 marks)
- b) Describe two techniques that you would use to elicit user requirements for a new e-commerce site selling electrical appliances, such as fridges and televisions, to the public. (4 marks)
- c) Distinguish between formative and summative evaluation (2 marks)
- d) Explain three user interface evaluation techniques and outline ~~demonstrations~~ with each technique (6 marks)