National University of Computer and Emerging Sciences, Lahore Campus

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Exam Type:	Midterm-II		

Student : Name:_____ Roll No._____ Section:_____

Instruction/Notes: Attempt all questions. Your answers should be precise and to the point. Use the given space only. Extra sheets not allowed. Avoid cutting or overwriting.

Question#1 (Marks 6)

Applications/examples of Norman's design principles are given. Mention the name of the correct Norman's design principle in front of each example/application

Application	Norman's Design Principle
Traffic light always turn yellow before red is an example of	Consistency
Where am I and where can I go?	Mapping
Relationship to controls and their effects.	Mapping
This concept revolves around clarity, simplicity, and important aspects being prominently placed	Visibility
Chairs are for sitting, table for placing things on	Affordance
The volume symbols suggest (signify) higher and lower volume. The Sliders *limit* the set of possible actions as sliding from left to right	Constraint

Question#2(Marks 5)

Fill in the table below. **Mistake/Slip**

ERROR	TYPE OF ERROR
To recognize or identify incorrectly	Mistake
Failure to correctly execute a procedure	Slip

Using Wrong procedure for the goal	Mistake
User selected a text, pressed the scissors (cut) symbol, then selected another text and pressed the copy symbol. When he opens the clipboard to paste the cut text, he finds out that text which was cut is not stored in the clipboard for pasting later.	Mistake
you buy a Microsoft Excel license because you want to store data that should be made accessible to web clients through SQL-queries	Mistake

Question#3 (Marks 6)

Specify the interaction style that is best suited for the following applications/tasks.
In each case you can choose from one of these styles: question/answer, natural
Language, menus, point & click and form-fills

Application/task	Interaction Style
Telephone-banking module in which list of services Offered are presented to the callers.	Menu
Google maps	Point and click/natural Language
Music player for Android phones	Point and click/menu
Online customer survey for Bundu Khan	Form fills/question answer
Automated troubleshooter	Question answer
Room reservation system for PC Hotel	Form fills

Question#4 (Marks 7)

Write Seven Stages of Donald Norman Model?

1. User established the goal

2. Forming the intention

3. Specifying an action

4. Executing the action

5. Perceiving the state of the world

6. Interpreting the state of the world

7. Evaluating the outcome

_____

Question#5 (Marks 3)

Difference between Absolute Goal and Relative Goal (**Not More than 1 Sentence**)?

__ **Absolute goals** are those that have an absolute quantification

Relative goals refer to users' experience on the product under design relative to their experience on some benchmark, such as a competitor's product, a previous release of a product, or the manual process for doing the same task.

Question#6 (Marks 3)

Write down two characteristics of good Navigation Design?

- __1. **Enhance a user's understanding**
- **Give them confidence using your product**
- . **Provide credibility to a product**

Question#7 (Marks 5)

Select the correct option:

1. A usability goal which includes average expert time to learn a benchmark task or set of tasks, is an ease of learning goal
   - True
   - False
2. Questionnaires are filled to find out the user characteristics and the user category.
   - True
   - False
3. A conceptual model design suggests high level presentation rules.
   - True
   - False
4. Microsoft PowerPoint is an example of product-oriented software.
   - True
   - False
5. The system will respond within maximum 5 seconds of getting input sentence is an absolute, Qualitative goal
   - True
   - False
6. Deep hierarchies are difficult to navigate
   - True
   - False
7. Average *expert time* to perform a benchmark task or set of tasks is a quantified usability goal

- True
- False

8. A conceptual model design facilitates the overall design process
   - True
   - False

9. Observations must be made while doing User Profiling to ensure that no point regarding user's behavior is missed out
   - True
   - False

10. A process-oriented model best fits an application when there are clearly identifiable products
    - True
    - False

No.	T/F	No.	T/F
1	F	6	T
2	F	7	T
3	T	8	T
4	T	9	F
5	F	10	F