

BCS THE CHARTERED INSTITUTE FOR IT
BCS HIGHER EDUCATION QUALIFICATIONS
BCS Level 5 Diploma in IT

USER EXPERIENCE

Friday 8th October 2021 – Afternoon

Answer any FOUR questions out of SIX. All questions carry equal marks.

Time: TWO hours.

Answer any Section A questions you attempt in Answer Book A
Answer any Section B questions you attempt in Answer Book B

The marks given in brackets are **indicative** of the weight given to each part of the question.

Calculators are NOT allowed in this examination.

Section A
Answer Section A questions in Answer Book A

A1.

- a) In a recent meeting, a software developer commented, “User Experience Design is nothing more than applying common sense and my own IT experience”.

Discuss this statement, using examples where appropriate.

(15 marks)

- b) The same developer also argued that users will always adapt to a new IT system as long as they are trained to do so, so there’s no need to involve them in the design process.

How would you respond to this statement?

(10 marks)

A2.

- a) Provide a definition for the term ‘Ubiquitous Computing’, or ‘UbiComp’.

(5 marks)

- b) Describe **FOUR** scenarios which might benefit from a UbiComp solution. Suggest technologies for each, and comment on any user requirements that might need particular consideration, in terms of their interaction design.

(20 marks)

A3.

- a) Interviews and questionnaires are both common techniques used by UX designers. Briefly discuss when, where and why you might use each of these approaches in the context of UX design.

(5 marks)

- b) Explain **FIVE** practical considerations you should take into account when planning and conducting **interviews** of users.

(10 marks)

- c) Explain **FIVE** practical considerations you should take into account when planning and conducting **questionnaires** for users.

(10 marks)

Section B
Answer Section B questions in Answer Book B

B4.

- a) You are working in a UX team that wants to develop a set of design guidelines for error messages to be used across different teams.

Provide **FIVE** error message design guidelines and explain why you think they are important.

(10 marks)

- b) 'Tangible' means being able to be touched or grasped and being perceived through the sense of touch. 'Tangible interaction' is a practical application of haptics and has lead to tangible user interfaces which are becoming important.

Provide a reason why we should consider adopting or exploring tangible interaction.

(5 marks)

- c) In UX Design, we need to be very careful when using colour to convey information.

Provide **TWO** reasons why we need to do this and provide an example to illustrate this.

(10 marks)

B5.

- a) Give **THREE** examples of different types of impairment which should be considered when designing for accessibility.

(9 marks)

- b) Explain **ONE** advantage and **ONE** disadvantage of using interface metaphors when designing interfaces.

(8 marks)

- c) Explain the design implications that we need to consider when designing applications and software for young children.

(8 marks)

[Turn Over]

B6.

- a) Using examples, explain **THREE** Gestalt principles/laws that are most relevant to interface design and used by UX designers to organise content. **(9 marks)**

- b) An interface's design can significantly affect how well people can remember how to carry out their tasks.

Explain **THREE** design implications (i.e. how we should design interfaces) when we design interfaces to help people's memory.

(9 marks)

- c) One very popular prototyping technique is the use of wireframes. Explain what wireframes are and how they are used, providing an example to illustrate your answer.

(7 marks)

End of Examination