

Chapter 1

1. What is the main goal of interaction design?

- A) To create visually appealing products.
- B) To develop products that are easy, effective, and pleasurable to use from the users' perspective.
- C) To maximize profits for the company.
- D) To minimize the cost of product development.

Answer: B) To develop products that are easy, effective, and pleasurable to use from the users' perspective.

2. According to Alan Cooper, what is a common issue with today's software?

- A) They are too expensive.
- B) They are not visually appealing.
- C) They lack basic interaction design principles.
- D) They are not marketed effectively.

Answer: C) They lack basic interaction design principles.

3. What is one of the main differences between products designed with users in mind and those that are not?

- A) The former are generally more expensive.
- B) The former are generally easier and more enjoyable to use.
- C) The latter are more visually appealing.
- D) The latter are more technologically advanced.

Answer: B) The former are generally easier and more enjoyable to use.

4. Why does Alan Cooper believe it is "inexplicable and unforgivable" that many apps do not offer an "undo" option?

- A) Because it makes the apps less enjoyable to use.

- B) Because it violates a basic UX principle.
- C) Because it increases the cost of development.
- D) Because it is difficult to implement.

Answer: B) Because it violates a basic UX principle.

5. What is one way to rectify the situation of many new products lacking good user experiences?

- A) By increasing the number of UX designers in industry.
- B) By reducing the cost of product development.
- C) By understanding how to reduce negative aspects of the user experience while enhancing positive ones.
- D) By focusing more on technological advancements.

Answer: C) By understanding how to reduce negative aspects of the user experience while enhancing positive ones.

6. What is the central concern of interaction design?

- A) Maximizing profits for the company.
- B) Creating visually appealing products.
- C) Enhancing the user experience.
- D) Minimizing the cost of product development.

Answer: C) Enhancing the user experience.

7. How does interaction design relate to human-computer interaction (HCI)?

- A) It is the same as HCI.
- B) It is a subfield of HCI.
- C) It is unrelated to HCI.
- D) It is more focused on hardware than HCI.

Answer: B) It is a subfield of HCI.

8. What is one of the goals of interaction design?

- A) To make products as complex as possible.
- B) To make products easy, effective, and pleasurable to use.
- C) To maximize the number of features in a product.
- D) To minimize the user's ability to customize the product.

Answer: B) To make products easy, effective, and pleasurable to use.

9. How does interaction design differ from other fields?

- A) It focuses on hardware rather than software.
- B) It focuses on maximizing profits rather than user experience.
- C) It focuses on designing interactive products for human use.
- D) It focuses on creating visually appealing products.

Answer: C) It focuses on designing interactive products for human use.

10. What is one example of a poorly designed interactive product?

- A) A smartphone that is difficult to use.
- B) A remote control with too many buttons.
- C) A coffee machine that makes bad coffee.
- D) A printer that is slow to print.

Answer: B) A remote control with too many buttons.

11. Why is it important for interactive products to be easy, effective, and pleasurable to use?

- A) To maximize profits for the company.
- B) To reduce the cost of product development.
- C) To enhance the user experience.
- D) To increase the number of features in the product.

Answer: C) To enhance the user experience.

12. What does Alan Cooper suggest is needed to ensure that all new products provide good user experiences?

- A) More software engineers.
- B) More interaction design principles.
- C) A better understanding of user needs.
- D) A focus on technological advancements.

Answer: C) A better understanding of user needs.

13. Why is it important for interactive products to be easy to learn and use in a real-world context?

- A) To maximize profits for the company.
- B) To reduce the cost of product development.
- C) To enhance the user experience.
- D) To increase the number of features in the product.

Answer: C) To enhance the user experience.

14. What is one way to reduce the negative aspects of the user experience while enhancing the positive ones?

- A) By increasing the cost of product development.
- B) By focusing more on technological advancements.
- C) By developing interactive products that are easy, effective, and pleasurable to use from the users' perspective.
- D) By reducing the number of features in the product.

Answer: C) By developing interactive products that are easy, effective, and pleasurable to use from the users' perspective.

15. What is the main focus of interaction design?

- A) Maximizing profits for the company.
- B) Creating visually appealing products.
- C) Enhancing the user experience.
- D) Minimizing the cost of product development.

Answer: C) Enhancing the user experience.

16. What does Alan Cooper criticize about many new apps?

- A) They are too expensive.
- B) They lack basic interaction design principles.
- C) They are not visually appealing.
- D) They are not marketed effectively.

Answer: B) They lack basic interaction design principles.

17. Why is it important for interactive products to be enjoyable to use?

- A) To maximize profits for the company.
- B) To reduce the cost of product development.
- C) To enhance the user experience.
- D) To increase the number of features in the product.

Answer: C) To enhance the user experience.

18. How can the negative aspects of the user experience be reduced?

- A) By increasing the cost of product development.
- B) By focusing more on technological advancements.
- C) By developing interactive products that are easy, effective, and pleasurable to use from the users' perspective.
- D) By reducing the number of features in the product.

Answer: C) By developing interactive products that are easy, effective, and pleasurable to use from the users' perspective.

19. What is the relationship between interaction design and human-computer interaction?

- A) They are unrelated.
- B) Interaction design is a subfield of human-computer interaction.
- C) Human-computer interaction is a subfield of interaction design.
- D) They are the same thing.

Answer: B) Interaction design is a subfield of human-computer interaction.

20. What is one example of a well-designed interactive product?

- A) A smartphone that is difficult to use.
- B) A remote control with too many buttons.
- C) A coffee machine that makes good coffee.
- D) A printer that is slow to print.

Answer: C) A coffee machine that makes good coffee

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21. What is the main goal of interaction design?

- A) To create visually appealing products.
- B) To develop products that are easy, effective, and pleasurable to use from the users' perspective.
- C) To maximize profits for the company.
- D) To minimize the cost of product development.

Answer: B) To develop products that are easy, effective, and pleasurable to use from the users' perspective.

22. According to Alan Cooper, what is a common issue with today's software?

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- A) The former are generally more expensive.
- B) The former are generally easier and more enjoyable to use.
- C) The latter are more visually appealing.
- D) The latter are more technologically advanced.

Answer: B) The former are generally easier and more enjoyable to use.

24. Why does Alan Cooper believe it is "inexplicable and unforgivable" that many apps do not offer an "undo" option?

- A) Because it makes the apps less enjoyable to use.
- B) Because it violates a basic UX principle.
- C) Because it increases the cost of development.
- D) Because it is difficult to implement.

Answer: B) Because it violates a basic UX principle.

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- A) By increasing the number of UX designers in industry.
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- C) By understanding how to reduce negative aspects of the user experience while enhancing positive ones.
- D) By focusing more on technological advancements.

Answer: C) By understanding how to reduce negative aspects of the user experience while enhancing positive ones.

26. What is the central concern of interaction design?

- A) Maximizing profits for the company.
- B) Creating visually appealing products.
- C) Enhancing the user experience.
- D) Minimizing the cost of product development.

Answer: C) Enhancing the user experience.

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- A) It is the same as HCI.
- B) It is a subfield of HCI.
- C) It is unrelated to HCI.
- D) It is more focused on hardware than HCI.

Answer: B) It is a subfield of HCI.

28. What is one of the goals of interaction design?

- A) To make products as complex as possible.
- B) To make products easy, effective, and pleasurable to use.
- C) To maximize the number of features in a product.
- D) To minimize the user's ability to customize the product.

Answer: B) To make products easy, effective, and pleasurable to use.

29. How does interaction design differ from other fields?

- A) It focuses on hardware rather than software.
- B) It focuses on maximizing profits rather than user experience.
- C) It focuses on designing interactive products for human use.
- D) It focuses on creating visually appealing products.

Answer: C) It focuses on designing interactive products for human use.

30. What is one example of a poorly designed interactive product?

- A) A smartphone that is difficult to use.
- B) A remote control with too many buttons.
- C) A coffee machine that makes bad coffee.
- D) A printer that is slow to print.

Answer: B) A remote control with too many buttons.

Chapter 2

1. What is one advantage of involving users in the development process of interactive products?

- A) It reduces the cost of development.
- B) It increases the complexity of the product.
- C) It ensures that the product is efficient, safe, and enjoyable to use.
- D) It speeds up the development process.

Answer: C) It ensures that the product is efficient, safe, and enjoyable to use.

2. What is the main principle of a user-centered approach to interaction design?

- A) To prioritize the needs of the company over the needs of the user.
- B) To prioritize the needs of the user over the needs of the company.
- C) To maximize profits for the company.
- D) To minimize the cost of product development.

Answer: B) To prioritize the needs of the user over the needs of the company.

3. What are the four basic activities of interaction design?

- A) Discover, Define, Develop, Deliver.
- B) Research, Sketch, Prototype, Test.

- C) Sketch, Code, Test, Launch.
- D) Discover, Define, Code, Launch.

Answer: A) Discover, Define, Develop, Deliver.

4. What is one way to start the process of designing a cloud-based service for sharing files?

- A) By sketching how the interface might look.
- B) By working out how the system architecture should be structured.
- C) By asking users about their current experiences with sharing files.
- D) By just starting to code.

Answer: C) By asking users about their current experiences with sharing files.

5. What is the philosophy underpinning interaction design?

- A) User-centered design.
- B) Company-centered design.
- C) Profit-centered design.
- D) Cost-centered design.

Answer: A) User-centered design.

6. How does interaction design relate to other fields of design?

- A) It has no relation to other fields of design.
- B) It follows a completely different approach from other fields of design.
- C) It shares commonalities with other fields of design.
- D) It is more focused on technological advancements than other fields of design.

Answer: C) It shares commonalities with other fields of design.

7. What is one of the phases in the double diamond of design?

- A) Sketch.
- B) Test.
- C) Develop.
- D) Code.

Answer: C) Develop.

8. How is interaction design different from graphic design or architectural design?

- A) It focuses more on the aesthetic appeal of the product.
- B) It focuses more on the functional aspects of the product.
- C) It does not focus on the visual aspects of the product.
- D) It does not involve users in the design process.

Answer: B) It focuses more on the functional aspects of the product.

9. What is the main goal of the interaction design process?

- A) To create visually appealing products.
- B) To maximize profits for the company.
- C) To develop products that are efficient, safe, and enjoyable to use from the users' perspective.
- D) To minimize the cost of product development.

Answer: C) To develop products that are efficient, safe, and enjoyable to use from the users' perspective.

10. How does interaction design typically begin?

- A) By sketching ideas.
- B) By developing a clear brief.
- C) By doing user research.
- D) By prototyping solutions.

Answer: C) By doing user research.

11. What is one important question about the interaction design process that is raised and answered in this chapter?

- A) How can interaction design be integrated into other development lifecycles?
- B) How can users be involved in development?
- C) How can interaction designers generate designs?
- D) How can the negative aspects of the user experience be reduced?

Answer: B) How can users be involved in development?

12. What is one advantage of the double diamond approach to design?

- A) It focuses only on the functional aspects of the product.
- B) It does not involve users in the design process.
- C) It captures commonalities among different fields of design.
- D) It reduces the complexity of the design process.

Answer: C) It captures commonalities among different fields of design.

13. What is one way to ensure that an interactive product is efficient, safe, and enjoyable to use?

- A) By prioritizing the needs of the company over the needs of the user.
- B) By involving users in the development process.
- C) By minimizing the cost of product development.
- D) By maximizing the number of features in the product.

Answer: B) By involving users in the development process.

14. What is the main focus of the interaction design process?

- A) Maximizing profits for the company.
- B) Creating visually appealing products.
- C) Developing products that are efficient, safe, and enjoyable to use from the users' perspective.

D) Minimizing the cost of product development.

Answer: C) Developing products that are efficient, safe, and enjoyable to use from the users' perspective.

15. How are the four phases of the double diamond of design iterated?

- A) By repeating each phase multiple times.
- B) By skipping some phases depending on the project.
- C) By completing all phases sequentially.
- D) By focusing only on one phase at a time.

Answer: A) By repeating each phase multiple times.

16. What is one advantage of involving users in the development process of interactive products?

- A) It reduces the cost of development.
- B) It increases the complexity of the product.
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Answer: B) To prioritize the needs of the user over the needs of the company.

18. What are the four basic activities of interaction design?

- A) Discover, Define, Develop, Deliver.
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- C) Sketch, Code, Test, Launch.
- D) Discover, Define, Code, Launch.

Answer: A) Discover, Define, Develop, Deliver.

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Answer: C) It captures commonalities among different fields of design.

28. What is one way to ensure that an interactive product is efficient, safe, and enjoyable to use?

- A) By prioritizing the needs of the company over the needs of the user.
- B) By involving users in the development process.
- C) By minimizing the cost of product development.
- D) By maximizing the number of features in the product.

Answer: B) By involving users in the development process.

29. What is the main focus of the interaction design process?

- A) Maximizing profits for the company.
- B) Creating visually appealing products.
- C) Developing products that are efficient, safe, and enjoyable to use from the users' perspective.

D) Minimizing the cost of product development.

Answer: C) Developing products that are efficient, safe, and enjoyable to use from the users' perspective.

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- A) By repeating each phase multiple times.
- B) By skipping some phases depending on the project.
- C) By completing all phases sequentially.
- D) By focusing only on one phase at a time.

Answer: A) By repeating each phase multiple times.

Chapter 3

1. What is the main goal of conceptualizing interaction in design projects?

- A) To create a proof of concept.
- B) To explore solutions.
- C) To define the area of the project.
- D) All of the above.

Answer: D) All of the above.

2. Why is it important to conceptualize new ideas in terms of what the proposed product will do?

- A) To create a clear proof of concept.
- B) To scrutinize the feasibility and desirability of the ideas.
- C) To articulate the basic building blocks of the product.
- D) To ensure the product is technologically advanced.

Answer: B) To scrutinize the feasibility and desirability of the ideas.

3. What is one reason for conceptualizing new ideas in design projects?

- A) To recruit good wait staff.
- B) To entertain customers with gimmicks.
- C) To address actual problems.
- D) To articulate the benefits of the proposed solution.

Answer: C) To address actual problems.

4. What is an example of a research question that might arise when designing a voice-assisted mobile robot for a restaurant?

- A) How would the robot need to move to appear to be talking?
- B) What color should the robot be?
- C) How many orders can the robot take per hour?
- D) What is the robot's favorite food?

Answer: A) How would the robot need to move to appear to be talking?

5. What is one way to transform blue-sky thinking into more concrete models in the early ideation process?

- A) By asking questions and reconsidering assumptions.
- B) By recruiting a large team of designers.
- C) By focusing on wishful thinking.
- D) By ignoring potential limitations.

Answer: A) By asking questions and reconsidering assumptions.

6. What is the purpose of generating a set of research questions in the early stages of a design project?

- A) To prove the feasibility of the project.
- B) To address actual problems.
- C) To explore the potential of the proposed solution.
- D) To inform and support nascent ideas.

Answer: C) To explore the potential of the proposed solution.

7. How can conceptualizing new ideas lead to better clarity from a UX perspective?

- A) By focusing on the technology.
- B) By explaining how users will understand and interact with the product.
- C) By minimizing the functionality of the product.
- D) By prioritizing the needs of the company.

Answer: B) By explaining how users will understand and interact with the product.

8. What is one aspect of the early ideation process in design projects?

- A) Focusing on one's assumptions.
- B) Generating a set of research questions.
- C) Expressing ideas as a set of concepts.
- D) Avoiding asking questions.

Answer: C) Expressing ideas as a set of concepts.

9. What is one advantage of showing where novel ideas came from in a design project?

- A) It ensures the project is technologically advanced.
- B) It allows for better articulation of the basic building blocks.
- C) It helps transform wishful thinking into concrete models.
- D) It provides sources of inspiration and supports nascent ideas.

Answer: D) It provides sources of inspiration and supports nascent ideas.

10. What is one consideration when designing a voice-assisted mobile robot for a restaurant?

- A) The robot's favorite food.
- B) How the robot would need to move to appear to be talking.

- C) The color of the robot.
- D) The number of orders the robot can take per hour.

Answer: B) How the robot would need to move to appear to be talking.

11. How does conceptualizing new ideas in design projects relate to the double diamond framework?

- A) It is the final pass to define the area.
- B) It is an initial pass to help define the area and explore solutions.
- C) It is unrelated to the double diamond framework.
- D) It is a separate process from the double diamond framework.

Answer: B) It is an initial pass to help define the area and explore solutions.

12. What is the purpose of conceptualizing ideas in design projects?

- A) To focus on fuzzy ideas and assumptions.
- B) To explore the potential benefits of the proposed product.
- C) To articulate the basic building blocks of the product.
- D) To scrutinize the feasibility of the proposed product.

Answer: D) To scrutinize the feasibility of the proposed product.

13. What is one way to ensure that designers can begin articulating the basic building blocks when developing a product?

- A) By focusing on the technology.
- B) By creating a clear proof of concept.
- C) By conceptualizing the ideas in terms of what the proposed product will do.
- D) By minimizing the functionality of the product.

Answer: C) By conceptualizing the ideas in terms of what the proposed product will do.

14. How does conceptualizing new ideas help transform wishful thinking into more concrete models?

- A) By recruiting a large team of designers.
- B) By ignoring potential limitations.
- C) By articulating the benefits of the proposed solution.
- D) By asking questions, reconsidering assumptions, and articulating concerns.

Answer: D) By asking questions, reconsidering assumptions, and articulating concerns.

15. What is one reason for conceptualizing new ideas as part of a design project?

- A) To develop a clear brief.
- B) To explore solutions.
- C) To define the area of the project.
- D) To recruit good wait staff.

Answer: B) To explore solutions.

16. What is one advantage of conceptualizing new ideas in terms of what the proposed product will do?

- A) It allows for better articulation of the basic building blocks.
- B) It ensures the project is technologically advanced.
- C) It minimizes the functionality of the product.
- D) It focuses on fuzzy ideas and assumptions.

Answer: A) It allows for better articulation of the basic building blocks.

17. How does conceptualizing new ideas lead to better clarity from a UX perspective?

- A) By explaining how users will understand and interact with the product.
- B) By focusing on the technology.
- C) By prioritizing the needs of the company.
- D) By minimizing the functionality of the product.

Answer: A) By explaining how users will understand and interact with the product.

18. What is one aspect of the early ideation process in design projects?

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Answer: C) Expressing ideas as a set of concepts.

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Answer: C) It helps transform wishful thinking into concrete models.

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- C) The color of the robot.
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Answer: B) How the robot would need to move to appear to be talking.

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- D) It is a separate process from the double diamond framework.

Answer: B) It is an initial pass to help define the area and explore solutions.

22. What is the purpose of conceptualizing ideas in design projects?

- A) To focus on fuzzy ideas and assumptions.
- B) To explore the potential benefits of the proposed product.
- C) To articulate the basic building blocks of the product.
- D) To scrutinize the feasibility of the proposed product.

Answer: D) To scrutinize the feasibility of the proposed product.

23. What is one way to ensure that designers can begin articulating the basic building blocks when developing a product?

- A) By focusing on the technology.
- B) By creating a clear proof of concept.
- C) By conceptualizing the ideas in terms of what the proposed product will do.
- D) By minimizing the functionality of the product.

Answer: C) By conceptualizing the ideas in terms of what the proposed product will do.

24. How does conceptualizing new ideas help transform wishful thinking into more concrete models?

- A) By recruiting a large team of designers.
- B) By ignoring potential limitations.
- C) By articulating the benefits of the proposed solution.
- D) By asking questions, reconsidering assumptions, and articulating concerns.

Answer: D) By asking questions, reconsidering assumptions, and articulating concerns.

25. What is one reason for conceptualizing new ideas as part of a design project?

- A) To develop a clear brief.
- B) To explore solutions.

- C) To define the area of the project.
- D) To recruit good wait staff.

Answer: B) To explore solutions.

26. What is one important aspect of conceptualizing new ideas in design projects?

- A) Focusing only on fuzzy ideas.
- B) Ignoring potential limitations.
- C) Articulating concerns and standpoints.
- D) Minimizing the number of research questions.

Answer: C) Articulating concerns and standpoints.

27. How can conceptualizing new ideas lead to better clarity from a UX perspective?

- A) By focusing on the technology.
- B) By explaining how users will understand and interact with the product.
- C) By minimizing the functionality of the product.
- D) By prioritizing the needs of the company.

Answer: B) By explaining how users will understand and interact with the product.

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- D) Focusing on one's assumptions.

Answer: B) Expressing ideas as a set of concepts.

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