

## **Question 1**

### **Data gathering**

Discuss how interviews, surveys, focus groups and observation can be used in interaction design

Include how age, gender and culture affect the interaction design

Describe how data gathering is used in the process of Interaction Design

## **Question 2**

### **Emotional Design**

Present the 3 layer model (Ortony et al, 2005)

Give an example of an interaction design, using the 3-layer model

Explain the terms anthropomorphism and zoomorphism and how these terms can be used in interaction design

## **Question 3**

### **Usability testing**

Describe the purpose of usability testing

Explain the difference between testing in controlled and natural settings

Describe how usability testing is used in the process of Interaction Design

What else could be tested but usability?

## **Question 4**

### **Prototyping using different interface types**

Give examples of different interface type prototypes

Describe how the use of prototypes are correlated with testing

Explain the difference in how testers respond to low fidelity and high fidelity prototypes

## **Question 5**

### **Defining the user of the system**

Include how age, gender and culture affect the interaction design

Describe cognitive and social interaction

Give examples of social mechanisms in conversations