

DASS Quiz-2

Time: 25 mins

Total Marks: 20

Name:

Roll Number:

1. What is Core Modeling in the context of UX Design? (2)
2. Explain the ideas of voice and tone in UX Design. Provide an Example. (3)
3. What is empathy mapping in the context of understanding your users' needs? (2)
4. List 2 different users of Product Labs' badminton shot analysis tool (discussed in guest talk). (2)
5. Briefly define agile requirements modeling. (2)
6. List 4 modeling challenges (in the context of agile requirements modeling). (4)
7. List any 5 (of the 10) key principles for good requirements specification. (5)

Word limit: 50 words for 2 mark questions, 100 words for 3-5 mark questions. Keep your answers concise and to the point.

Answer Key

1. Core models are a thinking tool that help every stakeholder in the UX design and development process determine how to organize a page, screen, or story. Content strategists and writers use them for deciding what information to display and talk about. UX designers and developers use them to identify which modules are needed on the page and in what order
2. Voice (your brand's personality) and tone (how you apply that personality based on the user's mood or context) are critical pieces of UX design philosophy. Voice and tone can differentiate your brand and your customers view of your brand from that of your competitors while tone is important to define the way in which you interact with your customer across various situations.

Ex: Southwest airlines have a more playful feel in everything from their logo to their pack of peanuts.

3. Empathy mapping is a visual tool that helps teams better understand their users' needs and experiences by creating a visual representation of their thoughts, feelings, and behaviors. It's a way to get inside your users' heads and see the world from their perspective. Empathy maps are often used in UX design to help designers create products that are more user-centered. They can be used to identify user pain points, highlight areas where users need more support, and uncover new opportunities for innovation
4. Possible Users:
 - a. Sports channels / presenters
 - b. Badminton enthusiasts
 - c. Badminton coaches
 - d. Badminton players
 - e. Sports analytics services
5. Agile requirements are the functional and non-functional needs of a product or service that are gathered and prioritized in an iterative and collaborative manner. Agile requirements emphasize adaptability and flexibility, enabling teams to respond quickly to changing needs and feedback throughout the development process.
6.
 - a. Changing requirements: Agile software development is all about flexibility and adaptability to change.

- b. Communication: Agile modelling requires effective communication among team members.
- c. User involvement: Agile modelling requires user involvement, which can be challenging in some cases. Users may have difficulty articulating their requirements or may not have time to participate in modelling activities.
- d. Balancing detail and simplicity: Agile modelling requires finding the right balance between detailed models that capture all relevant information and simple models that are easy to understand and use.
- e. Technical complexity: Some software systems can be highly complex, making it challenging to create accurate and effective models. Agile modelling requires expertise in both software development and modelling, which can be a challenge for some teams.

7. Key Principles:

- a. Understand the top level critical objectives.
- b. Look towards value delivery: systems thinking, not just software.
- c. Define a 'requirement' as a 'stakeholder-valued end state'.
- d. Think stakeholders: not just users and customers!
- e. Quantify requirements as a basis for software engineering.
- f. Don't mix ends and means.
- g. Focus on the required system quality, not just its functionality.
- h. Ensure there is 'rich specification': requirement specifications need far more information than the requirement itself!
- i. Carry out specification quality control (SQC).
- j. Recognize that requirements change: use feedback and update requirements as necessary.