



**NATIONAL SCHOOL OF BUSINESS MANAGEMENT**

**BSc. In Management Information Systems (Special) – 19.2/20.1**

**BSc. (Hons) in Management Information Systems – 19.2/20.1**

**BSc. (Hons) in Computer Science – 19.2/20.1**

**BSc. (Hons) in Software Engineering – 19.2/20.1**

**BSc. (Hons) in Computer Networks – 19.2/20.1**

**Year 02 Semester 01 Examination**

**07<sup>th</sup> June 2021**

**SE 206.3 – Human Computer Interaction**

**Instructions to Candidates**

- 1) **Answer all four(4) questions.**
- 2) **Time allocated for the examination is three (03) hours and 30 minutes (Including downloading and uploading time)**
- 3) Weightage of Examination: 60% out of final grade
- 4) Download the paper, provide answers to the selected questions in a word document.
- 5) Please upload the document with answers (Answer Script) to the submission link before the submission link expires
- 6) Answer script should be uploaded in PDF Format
- 7) Under any circumstances E-mail submissions would not be taken into consideration for marking. Incomplete attempt would be counted as a MISSED ATTEMPT.
- 8) The Naming convention of the answer script – Module Code\_Subject name\_Index No
- 9) You must adhere to the online examination guidelines when submitting the answer script to N-Learn.
- 10) Your answers will be subjected to Turnitin similarity check, hence, direct copying and pasting from internet sources, friend's answers etc. will be penalized.

**Please refer to the below case study to answer all the questions in the paper.**

**Case Study:**

“Super Choice” is a traditional supermarket chain, which is operated island-wide. They have 20 outlets in different districts. The top management of “Super Choice” has decided to develop an online shopping store by considering the current Covid-19 pandemic situation of the country.

They outsource the software development project to the “Design solution” software development company. Design Solution is a highly reputed company which is providing innovative design solution for software applications. The company has been involved in design solutions for more than two decades.

Super choice has done market research and identified that an online platform would be the best solution to stay in business. The board of directors highlighted that due to the pandemic situation of the country, 70% of their users might use the new website to place their orders. During the board meeting, they discuss the importance of having such a good IT solution with minimal time. Super Choice top managers mention that they would like to see the prototype in the early stage of development, and they would love to provide feedback to make a perfect system.

By considering all discussed points, top management from the Design solution company has decided to go for a human-centred Design Process, which would be the best approach for the situation. The human Resource team allocates eight (8) employees with different skills set for the Super Choice project.

**Question 1: 25 marks**

- 1) Design Solution has decided that a “human-centred Design Process” would be the best approach. Provide two (2) reasons to justify the decision. (10 marks)
- 2) You are supposed to explore all the possibilities during the Ideate phase. Suggest one technique for this purpose. (05 marks)
- 3) Justify the suggested technique above. Briefly explain five reasons for justification. (10 marks)

**Question 2: 25 marks**

- 1) During the project meeting, one stakeholder suggested that “It is better not to focus on prototyping, as it will require a lot of time and effort. Hence recommended designing final product directly.” Do you agree or disagree? (02 marks)
- 2) Briefly explain five (5) reasons to justify the above answer. (10 marks)
- 3) You are allocated to create a persona for the project. Develop sample persona for this project. (13 marks)

**Question 3: 25 marks**

- 1) "Usability "is a critical factor for project success. State main three (3) categories in usability.  
(3 marks)
  
- 2) During the daily status meeting, one team member stated that "We need to ensure the usability of the application". Therefore, share your suggestions to improve the usability.  
Provide Six (6) suggestions for project usability improvement. (Hint: Two (2) suggestions for each usability criteria).  
(18 marks)
  
- 3) Cognitive psychology involves the study of internal mental processes. What are the human cognitive factors you need to consider? State four (4) factors.  
(04 marks)

**Question 4: 25 marks**

- 1) Finally, Super choice supermarket expecting to have the online platform ready for their customers to make the online purchase. Your project manager requests you to design 4 interfaces (ex: Login Interface, Purchase Interface) for the online platform.  
To design interfaces you need to follow Norman's 7 Principles and Schneiderman's Eight Golden Rules. Draw sample four (4) interfaces (prototype) and explain your design.  
No need to use any software.  
(25 marks)

**END OF PAPER**