CI FIRST AND LAST NAME	STUDENT ID
ead carefully the questions below and for each indica otion is correct.	te the correct answer. Please note that only one
1. Which design principle refers to the attribute of an object that intuitively indicates how it should be used?  a. Constraints b. Affordance c. Visibility d. Feedback	4. Compared to labels, icons are:  a. less visually attractive and distinctive b. easier to learn and remember c. able to represent only concrete objects d. larger and require more screen space
2. "Calm technology that stays in the background and activates unobtrusively when needed" is the definition of: a. GUI b. multimodal interface c. command-line interface d. ubiquitous computing	5 involves selecting things on which to concentrate, at a point in time, from the range of possibilities available:  a. perception b. memory c. learning d. attention
3. During the iterative design process:  a. cycles of design-test-measure-redesign are repeated as often as necessary  b. the number of design-test-measure-redesign cycles is decided prior  c. the number of design-test-measure-redesign cycles is 3  d. feedback and consequent refinement are taken into consideration only at the end of the development	6. Questionnaires are a well-established technique: a. used for collecting demographic data and users' opinions b. used because the participants' responses can alway be controlled c. used always with other methods (e.g., interviews, performance data, psychophysiological co-recording) d. used only in controlled settings (e.g., lab setting)
<ul><li>You are involved in a project aiming to install interactive the local city park for the elderly population. As a first stand personal opinions of final users.</li><li>1.1 As an HCI expert, which method would you use for personal opinions of final users)?</li></ul>	ep, you thus plan to explore specific issues, experience
1.2 Describe the chosen method, specifying which users y follow. Be as detailed as possible.	you would target and detailing the procedural steps to

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EXERCISE 2		
aunched smartwatch. As ideas st nembers propose social media ca nfluencer partnerships. With such n which campaign strategy to purs	ainstorm ideas for an upcoming advertising campaign focused around the start flowing, the discussion becomes chaotic and unorganized. Some ampaigns, others suggest traditional print ads, and still others advoce a variety of ideas, it becomes challenging to prioritize and reach a constitue.	ate f
nartwatch campaign?		
2 Describe the chosen method, for	ocusing on the procedural phases and steps to follow. Be as detailed as po	ossib
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