



Northeastern University
CSYE-7280 User Experience and Design Testing

Final Exam Take-Home

Total Grade:
100 Marks

MCQ's: 2 marks each – total of 20 marks

For MCQ's you are expected to choose the correction option and write in about 2-3 lines why you chose a particular option.

1. Jilson, adds more than 7+ colors to every single page in his app design, is it a good practice according to user experience?

- A) Yes
- B) No

Answer:

Reason for Answer Choice:

2. Can, Fig-jam be used to create an information architecture or user flow?

- A) Yes, it can be used
- B) Fig-jam is no longer available
- C) No, it can't be used
- D) None of the above

Answer:

Reason for answer choice:

3. Is it fine to design an 'On Hover button' for mobile?

- A) Yes, it's completely fine
- B) No, as you are using a mobile, you will not be able to hover over a touchscreen

Answer:

Reason for answer choice:

4. Aditi, uses a simplified checkout method in her design to avoid shopping cart abandonment; is she following the correct approach?

- A) Yes, she is following the correct approach
- B) No, she is not following the correct approach
- C) Shopping cart Abandonment never happens in real life
- D) None of these

Answer:

Reason for answer choice:

5. Balsamiq too is used for?

- A) High-fidelity visual design

- B) Interactive prototyping
- C) Low-fidelity wireframing
- D) User research and testing

Answer:

Reason for answer choice:

6. What type of questions should participants be given during user interviews during user experience research?

- A) Open-ended
- B) Close-ended
- C) A mix of both open and close-ended questions
- D) Yes or No questions for quick data collection

Answer:

Reason for answer choice:

7. Which of the following is NOT a key element of a user persona?

- A) Demographics and background
- B) Goals and motivations
- C) Technical skills and experience
- D) Favorite color scheme

Answer:

Reason for answer choice:

8. What are the key elements included in a use case, as mentioned in the presentation?

- A) Font styles and colors used in the interface
- B) User demographics and preferences
- C) Title, Actor, Overview, Subject area, Trigger
- D) Website analytics and traffic data

Answer:

Reason for answer choice:

9. User Interview helps the researcher to understand

- A) User Needs
- B) User Behaviour
- C) User Motivation
- D) All of the above

Answer:

Reason for answer choice:

10. _____ involves dividing the user base into groups with similar needs and behaviors.

- A) User Needs
- B) User Segmentation
- C) User Persona
- D) User Finding

Answer:

Reason for answer choice:

Subjective Questions: 10 marks each – a total of 30 marks

1. Assuming you have to redesign the Northeastern website (<https://www.northeastern.edu/>), how will you use all 5 planes of user experience that we studied in class to redesign the website?

Answer in a detailed manner for each plane and overall (10 Marks)

2. Assume you are interviewing for a company and the interviewer asks you these two questions. How would you answer them?

- Can you describe your design workflow from concept to final product? **(6 Marks)**
- How do you stay updated with the latest UI/UX design trends and industry developments? **(4 Marks)**

3. Read and React (10 Marks)

Read the article "8 Psychology-Based Design Hacks That Will Make You A Better UX Designer" from Usability Geek.

<https://usabilitygeek.com/8-psychology-based-design-hacks-that-will-make-you-a-better-ux-designer/>

Answer should be (400 – 900 words)

- summary of the reading
- if/how they connect to our lessons, readings, videos, etc.
- your reactions to the reading
- Do you agree or disagree with the article?

ATM Redesign for Accessibility Challenge (50 Marks)

As a product designer at a leading financial technology company, you have been tasked with redesigning the company's ATM interface to make it more user-friendly for people with disabilities. Your goal is to create an inclusive design that caters to a wide range of abilities while maintaining security and ease of use for all customers.

Task 1: User Personas (10 points)

Create two distinct user personas representing individuals with different disabilities who would use an ATM.

Each persona should include:

- Name and age
- Occupation
- Type of disability
- Goals and frustrations related to ATM usage
- Technology comfort level
- Frequency of ATM use
- Any assistive devices they typically use

Task 2: Research Methods (15 points)

Outline at least three research methods you would employ to gather insights for this redesign project.

For each method:

- Briefly describe the method
- Explain why you chose this method
- Discuss what specific insights you hope to gain
- Describe how you would conduct this research with participants who have disabilities
- Consider both qualitative and quantitative methods in your approach.

Task 3: ATM Screen Redesign (25 points)

Based on the insights you would expect to gain from your research, create a rough design of the main ATM screen interface.

Your design should:

- Address the needs identified in your user personas
- Incorporate at least three specific features that enhance accessibility
- Consider the physical limitations of an ATM screen and button layout
- Include annotations explaining your design choices
- You may use pen and paper, digital sketching tools, or any design software you're comfortable with. The focus should be on communicating your ideas clearly, not on the fidelity of the mock-up.

Submission Guidelines:

- Submit as a **PDF document** with everything combined
- Provide a detailed explanation of your chosen research methods (500 words maximum)
- Include your ATM screen redesign as an image file or Screenshot (JPEG, PNG, in your PDF)
- Add a brief explanation of your design choices and how they address the needs of users with disabilities (300 words maximum)
- Remember to consider a wide range of disabilities, including visual, auditory, motor, and cognitive impairments. Your design should strive to be universally accessible while maintaining the security and functionality expected of an ATM.