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CMSI 370
October 12, 2014

Dr. Hellige's Talk Questionnaire

Two examples of objects/behaviors that cognitive psychologists study.

Speech disabilities and differences in visual perception

How do these subjects relate to IxD?

An explicit example would be: a system that uses speech recognition as primary source of input. This system would need to have another way of input, say text or motion, to anticipate and accommodate a deficiency with speech. The same would follow for a user who was visually impaired; a system would need to provide an alternative way of navigation or a specific mode (ie. colorblind mode) to adapt to the visual needs of the user.

Two specific methods that cognitive psychologists use to learn about their subjects.

A/B testing and projective tests (ie. Rorschach, Old Woman or Young Lady?)

How do these methods relate to how IxD research is performed?

A/B testing is used frequently with "landing pages", measuring the ability of the page's organization and design to funnel the user to a target service. Multiple iterations of a page or service are often created and sent to a certain section of a user base in order to test its effectiveness. Freeform projective tests are utilized to assess similarities in a service or page to another page. For example, Tor might not want to draw similarities to Comcast's homepage.