**Designing a User-Centred Quiz**

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| **Objectives:**  To understand and apply concepts of UI/UX in the creation of an engaging quiz for a chosen website. To encourage students to use English-English Internet dictionaries. To reinforce the habit of using a monolingual dictionary. To help learners be more autonomous in their learning. To encourage students to search the internet as part of their work. To read intensively to get a more detailed understanding of a topic. To clearly communicate ideas and produce well-structured arguments. |

EXERCÍCIOS

**Look at the dictionaries (links below) to help you answer to the questions:**

<https://www.collinsdictionary.com/dictionary/english/>

<https://www.dictionary.com/>

<https://www.merriam-webster.com/>

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Today, we're diving into an exciting aspect of digital design - User Interface (UI) and User Experience (UX) design, and its application in creating engaging, user-friendly quizzes. As digital spaces become increasingly interactive, quizzes are emerging as a powerful tool for engagement, learning, and information gathering. The design of these quizzes - their look, feel, and the journey they take users on - is critical to their success.

This activity, "Designing a User-Centred Quiz", is designed to immerse you in the world of UI and UX design. You'll explore the key elements of user interfaces, delve into the crucial concepts of user experience, and apply your knowledge to design your own online quiz for a chosen website. You'll analyse existing quiz designs, conduct your own research, design a quiz, and present your design to the class.

**1. Specific UI (User Interface) Elements**

UI elements are the parts that we interact with on a digital interface. They include but are not limited to buttons, icons, images, text fields, checkboxes, drop-down menus, sliders, and more. These elements allow users to perform specific tasks such as entering data, choosing from multiple options, or activating certain functions.

The fundamentals of UI design include ensuring the elements are intuitive, accessible, and aesthetically pleasing. Consistency is key to prevent users from getting confused, and feedback, such as highlighting buttons when clicked, helps users understand their interactions with the system.

Professionals should keep up with the latest trends in UI design and familiarise themselves with popular design systems such as Material Design by Google and Human Interface Guidelines by Apple. Knowledge in UI prototyping tools like Sketch, Adobe XD, and Figma is often a must. Furthermore, understanding the principles of accessibility and inclusive design can ensure your UI is usable by a wide range of people, including those with disabilities.

**2. Important Terms and Concepts for UX (User Experience)**

UX design is all about improving the satisfaction and loyalty of users by enhancing the usability, ease of use, and pleasure experienced during the interaction. Key concepts include:

Usability:

This refers to how effectively, efficiently, and satisfactorily a user can interact with a user interface.

User Journey:

The series of steps a user takes to achieve a goal within your product.

Wireframes:

A schematic or blueprint that represents the framework of a digital product, used for planning the layout and interaction patterns of the product.

Prototypes:

These are interactive demos of a website or app, which is used for testing before building the actual product.

Information Architecture:

This is the structure of a digital product, the organisation and layout of content in a way that is navigable and understandable for users.

Interaction Design:

It involves designing engaging interfaces with well-thought-out behaviours.

Professionals should delve into topics like human-computer interaction (HCI), cognitive psychology, and user-centred design to understand how users interact with a product. They should also familiarise themselves with UX tools such as InVision, Balsamiq, and UXPin, and keep an eye on new research and trends in the field of user experience.

**3. Examples of UI/UX Driven Quizzes**

Quizzes are a great way to engage users and gather data. They need to be designed thoughtfully, ensuring the flow of questions is logical and the UI/UX promotes an enjoyable experience.

An example of a UI/UX driven quiz is BuzzFeed's interactive quizzes. They engage users with attractive visual elements, and the flow of questions is smooth. Questions are usually multiple-choice and results are presented in a fun, visually appealing manner.

Another example is Typeform's quizzes, which utilise a one-question-at-a-time interface. It’s a unique approach that reduces clutter and allows the user to focus on one question at a time, enhancing the user experience.

To design effective quizzes, professionals should consider user flow, ensuring that questions follow a logical sequence, and design elements enhance comprehension. They should also take into account the feedback loop, providing users with responsive feedback after they answer questions. It's also crucial to understand the goal of the quiz, as this drives the content, design, and logic of the questions.

***Activity 1*** – Developing vocabulary skills

The function of a word in a sentence is determined by its position and how it relates to other words in the sentence. To enhance your understanding, it's essential to examine and think about the role or 'job' of the underlined words in the text. How are these words contributing to the overall meaning of the sentence? What purpose do they serve?

Choose your favourite online dictionary. Identify the part of speech, meaning, and pronunciation of these vocabulary items. Write an example sentence showcasing the use of these words. Remember, your focus should not just be on the words themselves, but also on what they are doing within those sentences - their function or 'job'.

In the sentence, " User Interface (UI) and User Experience (UX) design, and its application in creating engaging, user-friendly quizzes", the word 'creating' is used as a gerund. A gerund is a verb form that acts like a noun in a sentence. In this specific context, 'creating' is part of the phrase "creating engaging, user-friendly quizzes" that functions as the object of the preposition 'in'. The phrase is explaining the purpose or result of applying UI and UX design - that is, to create something engaging. So, 'creating' here describes the action or process that the application of UI/UX design facilitates.

| **vocabulary item** | | **Part of speech** | **meaning** | **pronunciation** | **example sentence** |
| --- | --- | --- | --- | --- | --- |
| ***1*** | ***Creating*** | gerund, verbal noun | The act of bringing something into existence or producing something by combining or arranging parts or elements. | /kriːˈeɪtɪŋ/ | Use as ***Gerund:*** "**Creating original content** is key to engaging an audience on social media."  Use as ***Subject:*** "***Creating*** a user-centred design improves the overall user experience and satisfaction."  Use as ***Object***: "The artists spent weeks meticulously ***creating*** the intricate mural." |
| ***2*** | engaging | Adjective | Pleasant, attractive, and charming | engueidgin | “This is a very **engaging** activity.” |
| ***3*** | quizzes | Noun | Sets of questions about something; interactive assessments or activities that involve posing questions to individuals or groups to test their knowledge, understanding, or skills in a specific subject or topic. | cuízezsse | “That website had many **quizzes** over the past year but never shown improvement. “ |
| ***4*** | emerging | verb, present participle | Ongoing process or action; something that is increasing or get better known; gradually gaining prominence or recognition. | imârgin | “With advancements in technology, new trends are **emerging** in website design.” |
| ***5*** | gathering | noun | The process of collecting something. A union of people or things. | gáderin | “Due to the strike, there was a big **gathering** of people in the train station. “ |
| ***6*** | Immerse | verb,  infinitive | To become or make somebody completely involved in something | imarse | “This activity is for us to **immerse** in our English.” |
| ***7*** | Delve | verb, future | To search, investigate, or explore something deeply | délv | “We will **delve** into the challenges faced in this activity. “ |
| ***8*** | existing | adjective | Something that is present / real. | egzistin | “Under the **existing** conditions we can improve ourselves. “ |
| ***9*** | interface | noun | A connection between two entities; point of interaction or communication between two entities. | Interfeice | “This program has a friendly **interface**. ” |
| ***10*** | Drop-down | adjective | something that falls or descend to a lower place or level. | Dróp dáun | “She has had a **drop-down** bed since she was 10 years old. “ |
| ***11*** | aesthetically | adverb (of manner) | In a beauty, harmony, and visual appeal. | ésthéticali | “The design of this webpage is **aesthetically** appealing. “ |
| ***12*** | pleasing |  |  |  |  |
| ***13*** | highlighting |  |  |  |  |
| ***14*** | prototyping |  |  |  |  |
| ***15*** | enhancing |  |  |  |  |
| ***16*** | effectively |  |  |  |  |
| ***17*** | efficiently |  |  |  |  |
| ***18*** | schematic |  |  |  |  |
| ***19*** | blueprint |  |  |  |  |
| ***20*** | layout |  |  |  |  |
| ***21*** | clutter |  |  |  |  |
| ***22*** | loop |  |  |  |  |
| ***23*** |  |  |  |  |  |
| ***24*** |  |  |  |  |  |
| ***25*** |  |  |  |  |  |

***Activity 2*** - Choose at least six of the previous vocabulary items and create a 6–8-line text.

***Activity 3*** - Answer these questions:

1. What are some examples of UI elements and how do they aid user interaction with a digital interface?
2. What are the fundamentals of UI design, and why is consistency important in this context?
3. What are some of the key concepts in UX design, and how do they contribute to the user experience?
4. How is a wireframe used in the UX design process?
5. Can you explain what is unique about the quiz design of Typeform and how does it enhance the user experience?
6. What factors should professionals consider when designing UI/UX driven quizzes, and why is the feedback loop important in this process?

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***Activity 4*:** Research

You will independently research the following topics:

* Specific UI (User Interface) elements.

There are four main categories of UI elements: Input Controls, Navigational Components, Informational Components, Containers. They are used to create visual language and ensure consistency in something. I

* Important terms and concepts for UX (User Experience).
* As part of your research, you should identify key principles and examples of effective UI elements and UX concepts.

***NB*** You should focus on understanding the user-centred design process, usability, information architecture, interaction design, and other key UX concepts.

**Look at the links below to support your research:**

Address specific UI (User Interface) elements

<https://careerfoundry.com/en/blog/ui-design/ui-element-glossary/>  
Important terms and concepts for UX (User Experience)

<https://www.springboard.com/blog/design/ux-terms/>  
Some examples of UI/UX driven quizzes with logic of questions asked to users.

<https://userpilot.com/blog/user-experience-survey-questions/>

***Activity 5*:** Learning from Examples

Students (in groups) should now review and analyse examples of quizzes driven by good UI/UX design.

You should evaluate:

* The UI elements used in these quizzes.
* The user journey and UX design principles applied.
* The logic of the questions asked to the users.
* This analysis should provide inspiration and insights for designing your own quiz.

***Activity 6*:** Designing a Quiz

Each group should now choose a website (either real or hypothetical) for which they will design an interactive quiz. This quiz should serve a specific purpose for the website, such as user engagement, information gathering, or education.

The quiz design should include:

* A wireframe or mock-up of the quiz layout.
* Clear explanations of the UI elements used and their function.
* An outline of the user journey through the quiz.
* The logic behind the sequence and type of questions.

***Activity 7*:** Presentation (*10 to 15 minutes*)

Finally, groups will present their quiz design to the class. The presentation should cover their research, analysis of existing quizzes, and the process they followed to design their quiz. They should explain their choice of UI elements and UX design principles and demonstrate how their quiz aligns with the chosen website's goals and user needs.