

SAMPLE EXAM QUESTIONS

CSC349. User Experience

Question 1

- A. We have discussed the concept of *sketching* as it extends past simply drawing on paper. Describe **three** ways of sketching that you might use during the design process to share ideas with fellow designers.

[3 marks]

The core idea to recall here is that sketching is not just literally drawing out how a product might work (1 mark) but any fast, mass producible, easily discarded way of capturing a designers ideas to share with their fellow designers. Other methods would be using your phone camera to film how someone uses a design (1 mark), miming out the interaction with paper prototypes (1 mark) or even short written descriptions (1 mark)

- B. What is the key to generating quality ideas during the sketching process.

[2 marks]

The primary point is to generate a high volume of ideas (1 mark) without focusing on their quality (1 mark)

You are doing the UX design for BioHydro a new type of plant watering device and its companion app that controls it for people to use in their homes.

- C. Create a Persona that illustrates a range of relevant qualities that a user of the system might have.

[2 marks]

Marks here are for the ‘realness’ of the persona, for example, Fiona is a 28-year-old medical resident who lives in a small flat in Manchester quality (1 mark). Relevance of the persona also important so capturing details important to the design domain, for example, Fiona is a keen horticulturist but doesn’t have a big enough flat to keep many plants (1 mark)

- D. Explain why the approach you took to answering question C is terrible (but it’s not your fault).

[2 marks]

Saying they need to be supported with other techniques to populate them with realistic information or that they are popular because they can be understood by non-designers (2 marks)

Simply saying persona are the worst single UX technique gains only (1 mark)

- E. Using the techniques outlined in practical classes, create **two** sketches/storyboards illustrating positive UX scenarios with *BioHydro* and, excluding technical failure, one sketch illustrating an unpleasant or negative scenario that you think you should avoid.

[9 marks]

3 marks available for each sketch here looking for

- *Feasibility of the sketch – is it related to the design area?*
- *Are the scenarios plausible and thought through?*
- *Do the sketches show the context of the design or are they just screen design?*

- F. After deployment, you notice that many user reviews reveal that people are making a lot of mistakes when programming the system to automatically water plants leading to the plants dying.

- i. Propose a set of steps that you might take to gather some sort of quantitative data on how common this situation is.

[3 marks]

Some thought required here – as we discussed in classes this is a case of inventing your own metric and explaining it. One example is you might look for rapid abandonment of the technology indicating the plant died, another might be to try to examine the usage patterns of people reviewing the plant waterer and saying their plant died then see how prevalent this is.

- ii. After examining your data and concluding that too many people are becoming plant murderers because of your system, you redesign a new solution. Crippled with guilt by your murderous carelessness, you decide to run an A/B test and want to determine if people will slaughter statistically significantly fewer plants. How could you test for this?

[4 marks]

(1 mark) for outlining how you might randomly allocate new users to one of the two groups

(1 mark) for how you can capture the data (you can just point to your answer to part i)

The key here is to identify the appropriate stats test – you have two conditions in systems A and B and you are measuring to see if the plant lives or dies. This is pass/fail so if you recall your look up table this is a CHI squared test (2 marks)