CSC349. User Experience

Attempt 2 out of 3 questions.

Question 1

A. List **three** methods that you use at the beginning of a UX design process to gather information about the design space you are working in. For each method, write a sentence explaining what it consists of doing.

[6 marks]

You are working as the sole User Experience (UX) designer in a larger team that is developing a new application for patients and doctors who work in hospitals called MediApp. MediApp will share healthcare tips and show information to individual patients about their specific diagnosis. You have a lot of time to work on this project and you will be able to engage in a full UX design process.

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

[9 marks]

C. You need to create a prototype of MediApp to share with a small group of medical staff and patients. Your aim is to evaluate the concept with them. Assuming you don't have the resources to engage in high fidelity prototyping, name the **one** most suitable prototyping approach we have discussed in class that you would use. Why is it the most suitable approach?

[4 marks]

D. After field trials of the MediApp system, you find your users are having several problems navigating menus and do not find the location of options to be intuitive.

   i.   Name a technique that is particularly suited to helping designing interfaces by letting you understand what concepts your users think relate to each other.

[2 marks]

   ii.   Explain what steps you need to go through to use this technique in this scenario.

[4 marks]

Question 2

A. Give **two** reasons personas are useful in the design process.

[4 marks]

B. Give **one** reason personas can cause problems in a design process.

[2 marks]

C. You have been asked to work to develop a design for another company. The person in the other company that manages your work and has final say on whether or not it is accepted has not got a formal UX background.
    i.   Why should you strongly consider avoiding presenting specific designs to this person?

[2 marks]
    ii. What might be a better approach to presenting your choices to this person?

[2 marks]

D. Apart from Satisfaction and Learnability, what **three** usability heuristics have we discussed in class and what are their definitions?

[3 marks]

You have been tasked with working to improve the design of a holiday-booking website. Initially, you have been asked to evaluate the usability of the site.

E. Not all usability heuristics are equally important depending upon the design they are being applied to. Name the most and least relevant usability heuristics for this holiday-booking website from the perspective of the owners of the site and explain your answers.

[2 marks]

F. Outline **one** usability study approach that would be suitable for measuring the usability of the travel-booking website.

[3 marks]

After re-examining their website (and some gentle nudging from you) the owners have realised that Usability is not their main problem but instead their site's poor User Experience.

G. Thinking about the experience of planning and going on holiday, develop **one** persona and **one** storyboard featuring that persona showing how you might design a holiday-booking website with an appropriate UX.

[7 marks]

Question 3

A. You have been given the results of a set of tests taken by students using an app that is designed to help them revise better, and a comparison group of results from an equal number of students who have not used the app.

    i.   The results of the test are pass/fail. What stats test, discussed in class, does this suggest you should use to evaluate the results?

[2 marks]

    ii.   Explain your choice.

[3 marks]

    iii.   How should you interpret a significant result when using a significance testing approach to analysis like an ANOVA?

[3 marks]

You are working for a large bike company and have been tasked with designing a large scale app that will support people: maintaining their bikes; purchasing replacement parts; recording their rides; and working together with friends to plan bike routes out.

B. As part of this work, you have transcribed several hours of interviews and focus groups with a group of mountain biking enthusiasts in order to very preliminarily scope out the design space. You have also collected together material from hobbyists' online blogs and YouTube video reviews of similar competing apps as well. Describe in detail the steps you would follow analysing all this material and producing some sort of report on it.

[9 marks]

C. What method is best suited to sharing the results of this analysis with people who do not have training in UX design methods?

[2 marks]

You have been tasked with refining the design of a live website through small incremental changes. The site allows customers to customise and then order laptops. Changes include altering the number of options presented to them, changing the size of various icons and altering the presentation of the various deals the company offers.

D. What approach to evaluation would be most suited to determining the answer to these design questions?

[2 marks]

E. How could you apply this evaluation approach? Give two specific measures of the success of the changes you make that this approach might use.

[4 marks]