**Human computer interaction**

**Quiz # 02**

**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Total Marks: 20**

**Reg no\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Fill in the Blanks (1)**

1. Observing, asking users, and asking experts are methods used in \_\_\_\_\_\_ evaluation.

**Multiple Choice Questions (7)**

1. **Which evaluation method involves stepping through a pre-planned scenario?**a) A/B Testing  
   b) Heuristic Evaluation  
   c) Cognitive Walkthrough  
   d) Predictive Modeling
2. **What are the four WCAG principles for accessibility?**  
   a) Visible, Operable, Flexible, Simple  
   b) Perceivable, Operable, Understandable, Robust  
   c) Intuitive, Flexible, Reliable, Accessible  
   d) Visible, Simple, Error-Free, Robust
3. **What is the main purpose of evaluation in iterative design?**  
   a) To create detailed prototypes  
   b) To reduce development costs  
   c) To check users' requirements and confirm usability  
   d) To finalize design concepts
4. **Which evaluation setting involves little to no control over user actions?**  
   a) Usability laboratory  
   b) Natural settings  
   c) Controlled experiments  
   d) Analytical evaluations
5. **What does Bruce Tognazzini emphasize about evaluation?**  
   a) It is optional in the design process.  
   b) It can be skipped with proper planning.  
   c) It saves money and ensures successful results.  
   d) It is only needed for finished products.
6. **Which method is often used to observe users in usability testing?**  
   a. Field studies  
   b. Eye-tracking systems  
   c. Interviews  
   d. Surveys
7. What is the typical number of participants in usability testing?  
   a. 2-3  
   b. 5-10  
   c. 15-20  
   d. 20+

**True/False Questions (2)**

1. Heuristic evaluation is conducted with active user involvement.
2. Web analytics can reveal patterns about user interactions on a website.

**Explain the purpose of A/B testing in evaluation. (2)**

**Match the Column (4)**

|  |  |
| --- | --- |
| Iterative design | Evaluation results distorted by the environment |
| Living labs | Realistic environments for technology evaluation |
| Ecological validity | Continuous process of design and evaluation |
| Crowdsourcing | Contract between participants and researchers |
| Informed consent | Quick and inexpensive online experiments |

**Differentiate between Heuristic Evaluation and Cognitive Walkthroughs. (4)**