

THIS PAPER IS NOT TO BE REMOVED FROM THE EXAMINATION HALLS

UNIVERSITY OF LONDON

CO3348 ZA

BSc Examination

**COMPUTING AND INFORMATION SYSTEMS, CREATIVE COMPUTING
and COMBINED DEGREE SCHEME**

Interaction Design

Thursday 11 May 2017: 10.00 – 12.15

Duration: 2 hours 15 minutes

There are **FIVE** questions on this paper. Candidates should answer **THREE** questions. All questions carry equal marks and full marks can be obtained for complete answers to **THREE** questions. The mark for each part of a question is indicated at the end of the part in [.] brackets.

Only your first **THREE** answers, in the order that they appear in your answer book, will be marked.

There are 75 marks available on this paper.

No calculators should be used.

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Question 1

Design scenario

You have been asked to design a voice-controlled smart home device which has the potential to control any other smart devices in the home.

- a. Outline **two** design scenarios, describing in detail potential users and methods that you would use.

[10]

- b. Show prototype sketches and storyboards.

[8]

- c. Describe in detail how you would evaluate your design.

[7]

Question 2

Design approaches

A start-up company is launching a music streaming service. You have been hired to design the website and mobile app for this service.

- a. Taking a user-centred design approach describe the prototyping methods you would select for this scenario.

[10]

- b. Draw and annotate prototype sketches for both the website and mobile app, describing the design choices considered.

[15]

Question 3

Essay

Discuss the potential for Virtual Reality (VR) or Augmented Reality (AR) to revolutionise the entertainment industries.

[25]

Question 4

Evaluation

You have been asked to evaluate the interface and usability of a website which teaches programming languages to schoolchildren.

- a. Describe what is involved in heuristic evaluation.

[6]

- b. Describe how you would carry out a heuristic evaluation for this scenario.

[6]

- c. Describe **two** other usability evaluation methods that could potentially be used.

[8]

- d. Which of the above methods do you think would be the most suitable for this scenario. Justify your answer.

[5]

Question 5

Design approaches

- a. Describe the main characteristics of the Spiral and Star software life-cycle models.

[6]

- b. Define the term '*participatory design*' and outline the main attributes of this approach. Illustrate your answer with a case study or example showing where participatory design techniques have been used.

[10]

- c. Provide an example design scenario and describe which one of the above software models (from a) or design approach (from b) would be the most appropriate to use. Justify your answer.

[9]

END OF PAPER