Crash-Course

Certified Professional for
Usability and User Experience – Foundation Level (CPUX-F)

Agenda and Exercises

Version 2018-09-05

Contents

Introduction

This document contains the agenda and the exercises for the crash-course *Certified Professional for Usability and User Experience – Foundation Level (CPUX-F).*

Examination questions

Throughout the seminar, the trainer will present typical certification examination questions in order to familiarize participants with what they are expected to know and what certification examination questions look like.

Agenda

16.15 to 17.00

Basic concepts

Human-centered design

17.00 to 17.05: Break

17.05 to 17.45

Understanding and specifying the context of use

Specifying the user requirements

17.45 to 18.15: Break

18.15 to 18.55

Producing design solutions: Usability principles and guidelines; Specifying the interaction

18.55 to 19.00: Break

19.00 to 19.35

Evaluating the design: Usability test; Usability inspection methods

19.35 to 19.45: Break

19.45 to 20.05

Mock examination, 18 examination questions in 20 minutes

20.05 to 20.15

Answers to examination questions

Your questions to the answers.

Mock Examination

The goal of this dress rehearsal of the certification examination is to familiarize you with

- the certification procedure,
- the style and terms used in the examination questions.

Instructions

This set contains 18 examination questions.

You have 20 minutes to answer the questions.

No aids such as computer, notes or textbooks are allowed during the examination.

Each examination question is a multiple choice question with 6 choices. One of these choices is significantly more correct than the other choices. For some questions, two or three choices are significantly more correct than the other choices. The number of correct choices is clearly indicated for each question.

Assessment

In order to obtain the CPUX-F certificate, you must score at least 28 points out of the maximum, which is 40 (70%).

If a question has one correct answer, you score one point if you have checked solely the correct answer.

If a question has two correct answers, you score ½ point for each correctly checked answer. ½ point is subtracted for each incorrectly checked answer.

If a question has three correct answers, you score 1/3 point for each correctly checked answer. 1/3 point is subtracted for each incorrectly checked answer.

The total score for a question can never be negative.

Example:
A question has two correct answers.
- You check no answers. You get 0 points.
- You check one answer. The answer is wrong. You get 0 points.
- You check one answer. The answer is correct. You get ½ point.
- You check two answers. Both answers are wrong. You get 0 points.
- You check two answers. One is correct, the other is wrong.
  You get ½-½ = 0 points.
- You check two answers. Both answers are correct. You get ½+½ = 1 point.

Eighteen test examination questions - 20 minutes

Question 1	1 correct answer	LO 1.2 U

The options below include some of the activities in a human-centred design process.

Which one of these options lists those activities in the correct order?

A - Specify the user requirements >
Plan the human-centred design process >
Evaluate the designs against user requirements

B - Understand and specify the context of use >
Specify the user requirements >
Produce design solutions to meet user requirements

C - Understand and specify the context of use >
Evaluate the designs against user requirements >
Release the draft prototype

D - Specify the user requirements >
Understand and specify the context of use >
Evaluate the designs against user requirements

E - Plan the human-centred design process >
Evaluate the designs against user requirements >
Incorporate the organisational requirements

F - Understand and specify the organisational requirements >
Understand the user requirements >
Produce design solutions to meet organisational requirements

Question 2   1 correct answer   LO 1.1 U

Which one of the following statements does NOT illustrate an important principle for the human-centred design of a new e-commerce website?

A - "We continue to do usability evaluation until user requirements have been met"

B - "The design also addresses what happens before and after users use the new website, for example, promotional ads in other media, and emails that users receive after completing a purchase"

C - "We include users throughout our design process"

D - "During interviews, prospective users came up with suggestions for all kinds of interesting features for the new website. Whenever this happened, we gathered feedback on those suggestions from other users"

E - "We include management throughout our design process and ask them to approve the needs of our users"

F - "The results of the most recent usability test showed that we haven't fully understood the user needs, so we need to interview more users"

Question 3	1 correct answer	LO 2.1 U

Which one of the following usability findings, on a website that sells train tickets, indicates a problem with satisfaction?

A - Users spontaneously said that they considered the animated ads that appear in the right-hand side of most pages annoying

B - Users liked the modern look of the website

C - When asked to purchase tickets to Worcester, about 25% of the users gave up because they were unable to spell Worcester correctly and the search for station names was not error tolerant

D - All users were able to purchase return tickets from Oxford to London very quickly

E - Users with limited vision spent a lot of time reading the tiny fonts used on the website

F - Only 2 out of 12 users were able to figure out how to obtain a refund for a ticket that they had purchased previously

Question 4   2 correct answers   LO 2.3 U

Which two of the following relate to the user experience of a train travel website but not to its usability

A - Pop-ups regularly appear over the text, leading users to become angry and frustrated

B - Users frequently mention that they like the layout of the website

C - If a session times out the user does not find out until they have submitted all of their contact and payment information. They then have to start all over again

D - The data strip on tickets bought from the website cannot be read by machines at the ticket barriers, forcing customers to queue up to have their ticket checked manually

E - Tickets bought online do not need to be printed out. Users are able to scan their confirmation emails at the ticket barrier – this removes the worry for users who are concerned about losing their tickets

F - The website has not been optimised for mobile phones, and users get frustrated and annoyed as they try to fill text fields in

Question 5   3 correct answers   LO 4.7 U

Which three of the following are tasks for a person who maintains a ticket machine, as opposed to subtasks

A - Clean the display of the ticket machine

B - Press the button that resets the internal 'tickets printed' counter

C - Unclip and remove the black ink cartridge

D - Run through the daily maintenance routine

E - Report any vandalism against the machine

F - Teach new members of staff how to maintain the machine

Question 6   2 correct answers   LO 4.15 U

VisitDenmark is planning an app that lets visitors search for attractions, events and restaurants in Denmark.

Which two of the following remarks from an interviewer during an interview about the new app adhere to the master-apprentice principle?

A - Interviewee: "Sometimes the opening hours listed for attractions are not up to date"
Interviewer: "We'll talk about that in a moment. First, I want to hear more about the types of attractions that interest you"

B - Interviewee: "It would be nice if the app could show me videos from past music festivals"
Interviewer: "Really? What do you expect from a music festival?"

C - Interviewee: "I like restaurant reviews but I always read them carefully to find out if they're fake."
Interviewer: "Can you explain what you mean by 'fake'?"

D - Interviewee: "I am quite interested in design, so I would like to have an overview of museums and shops that show contemporary design"
Interviewer: "Can you give me an example of a museum and a shop that you enjoyed?"

E - Interviewee: "Sometimes the French text is a bit silly. It's clearly written by someone..."
Interviewer interrupts: "Should there be more pictures?"

F - Interviewee: "I usually prefer quiet restaurants because they allow me to understand what people in my party are saying"
Interviewer: "Yes, I agree with that. Let me make a note of it. I love restaurants like "Roligheden" ("Silence") in Copenhagen, which is very quiet indeed"

Question 7   2 correct answers   LO 4.17 U

Your colleague, Debbie, is planning interviews with users of a restaurant review website. Debbie shows you the interview questions she has written so far and asks you to comment on them.

Which two of Debbie's interview questions are leading?

A - "Do you like the amazing colours on the website?"

B - "What do you think of the instructions on the website?"

C - "Yesterday I interviewed a user who had a great idea. He suggested that reviewers should enter a code printed on their bill before they were allowed to enter a review; this would ensure that only people who had actually visited the restaurant submitted reviews.
What do you think of this idea?"

D - "Have you ever visited London? If so, please tell me about some of your favourite places in London and some of the restaurants you have visited"

E - "Have you ever used a restaurant review website before?"

F - "Do you have any suggestions for how this website should be financed?"

Question 8   1 correct answer   LO 4.19 U

Which one of the following best describes the purpose of personas?

A - Personas are used to gather contextual information relating to user needs without interfering with users' work

B - Personas are used to recruit usability test participants

C - Stakeholders use personas to communicate important information about market requirements and organisational requirements to user experience professionals

D - Personas are required to generate as-is scenarios, user needs and use scenarios

E - Personas are an efficient way of communicating important information about users gathered during observation and interviews to interested stakeholders

F - A persona is a description of a fictitious but realistic user and what they intend to do when using an interactive system

Question 9   2 correct answers   LO 5.2 K

Which two of the following statements about user needs and user requirements are correct?

A - User needs is another name for user requirements; the two are essentially the same

B - User requirements serve as a helpful intermediate step in the transformation of the context of use information into user needs

C - User needs serve as a helpful intermediate step in the transformation of the context of use information into user requirements

D - User requirements are derived from user needs

E - User needs are derived from user requirements

F - User needs and user requirements have no relationship with each other

Question 10   1 correct answer   LO 5.3 U

Which one of the following is a valid user requirement for Gamma Airlines website?

A - Most users who frequently book flights on Gamma Airlines website must be satisfied with the website

B - Gamma Airlines website must be effective, efficient and satisfactory to use

C - Users must be able to book a flight within a reasonable time

D - If a user books a flight that costs more than £2,000, the website must send a confirmation code to the user's mobile phone; the reservation must not be accepted before the user has entered the correct confirmation code on the website

E - Gamma Airlines website must be at least as efficient as the websites of the two most important competitors, Alpha Airlines and Beta Airlines

F - Users must be able to select the payment methods they used for previous reservations

Question 11   1 correct answer   LO 6.0.4 K

Which one of the following best describes the purpose of a storyboard?

A - To provide a very early, tangible basis for discussions about what the future interactive system could be like for the user, before prototypes are constructed

B - To obtain a deep understanding of the context of use, user needs and user requirements

C - To identify where encounters between the user and the interactive system happen

D - To guide usability test participants who get stuck during a usability test

E - To communicate important information about users gathered during observation and interviews to interested stakeholders in a popular and efficient way

F - To gather information about users, goals, tasks, resources and environments – that is, how things are currently done

Question 12   2 correct answers   LO 6.1.1 U

Sandra and her team have created a web-based office suite.

Tanya and her team have usability tested the office suite.

Which two of Tanya's usability findings below relate to the dialogue principle, "Error tolerance"?

A - Test participants liked the fact that "undo" is available

B - Help is written in a small font that is difficult to read for people whose eyesight is not perfect

C - Test participants had problems locating the search function because the icon is unobtrusive and hidden

D - Certain characteristics of the user interface can be adjusted by the user, for example, colour, text size, and contrast

E - Most error messages are not constructive

F - The icons used in the office suite are easily understood by users

Question 13   2 correct answers   LO 7.1.4 U

Jacques and Juan-Pablo are talking about usability evaluation. Jacques says that interviews and focus groups are unsuitable for usability evaluation.

Which two of the following statements best support Jacques' claim?

    A - Interviews should happen in the same place that the user's interaction with the interactive system usually occurs

    B - In focus groups, a couple of participants may be inclined to dominate the discussion to the extent that you may not elicit as much from the quieter participants

    C - Interviews focus on gathering information about the current context of use rather than the interactive system

    D - Focus groups and interviews are reliant on the participation of users; usability evaluation never involves users and is instead conducted solely by user experience professionals

    E - In interviews, the interviewer acts as the apprentice and treats the interviewee as the master; for usability evaluation the reverse is true – the interviewer acts as the master and treats the interviewee as the apprentice

    F - Focus groups are for understanding the attitudes and opinions of participants

Question 14   2 correct answers   LO 7.1.5 U

Will is planning a usability test. He shows you his checklist of planned activities and asks for your comments:

1. Write the usability test script

2. Write the usability test tasks

3. Recruit usability test participants

4. For each usability test session:

    4a. Prepare the session

    4b. Conduct the briefing

    4c. Conduct the pre-session interview

    4d. Usability test participant solves usability test tasks

5. Write the usability test report

6. Communicate the usability findings

Which two of the following activities should be added to Will's checklist?

A - Write the usability test plan (add before 1 above)

B - Send the usability test tasks to the usability test participants ahead of the test (add between 3 and 4 above)

C - Recruit usability test observers (add between 3 and 4 above)

D - Inform the usability test participant at the start of the usability test session about the purpose of the usability test and what their role and contribution will be (add between 4a and 4b above)

E - Post-session interview (add after 4d above)

F - Ask usability experts to evaluate the usability test participants' results (add before 5 above)

Question 15   2 correct answers   LO 7.1.6 K

Lyle and Pat are discussing usability tests.

Lyle says, "The only usability tests I have seen are where the test participant and the moderator were not in the same building".

Pat says, "The only usability tests I have seen are where the test participants solved test tasks without a moderator being present"

Which two of the following statements are correct?

A - Pat has only seen remote usability tests

B - Lyle has only seen remote usability tests

C - Pat has only seen unmoderated usability tests

D - Lyle has only seen unmoderated usability tests

E - Pat has never seen a usability test

F - Lyle has never seen a usability test

Question 16   2 correct answers   LO 7.1.9 U

Martin is the web manager for a city council. He wants to know how usable the council's website is and has asked Eliza to prepare and conduct a usability test of the website. Martin has prepared the following tasks for Eliza to use during the test.

Which two of the following tasks are NOT appropriate for Eliza's usability test?

- A - Sign up for the next garden waste collection service
- B - Who can you speak to about rubbish collection times?
- C - What do you think of the frequency of rubbish collection in your area?
- D - Find out which local councillor is responsible for roads in your area
- E - Find the "Meet the councillors" page and tell me whether or not you believe the commitments they claim to be making
- F - How much does it cost to have your garden waste collected each month?

Question 17   1 correct answer　　　　LO 7.2.3 K

Larry wants to evaluate users' satisfaction with the website of a guitar manufacturer.

Which one of the following options is most appropriate for Larry?

A - Heuristic evaluation

B - User satisfaction interview

C - User survey

D - Usability inspection

E - Usability test

F - Briefing

Question 18   1 correct answer   LO 7.1.11 U

Will is planning a usability test of the website, weather.com

He has created the following, incomplete list of questions for the usability test session:

1. Where do you normally look for weather forecasts?

2. How do you check the weather online?

    2a. If you don't look for weather online, why not?

    2b. Which websites do you use?

    2c. What do you look for?

3. What works well on these websites? What could be improved?

4. Have you ever used weather.com?

Which one of the following choices describes where these questions belong?

   A - Briefing

   B - Pre-session interview

   C - Moderation

   D - Post-session interview

   E - Debriefing

   F - Post-debriefing