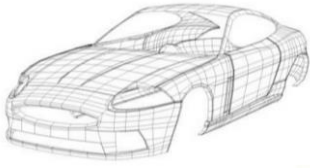


1



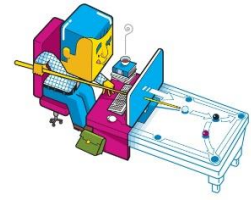
When would you use a horizontal prototype and when would you use a vertical prototype?

4



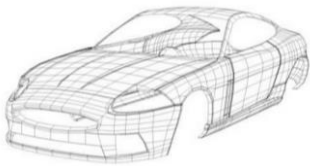
What is an *Affordance* and what is a *Signifier*? What is the difference?

7



What is the difference between *user experience* and *Usability*? Can you design usability and user experience?

2



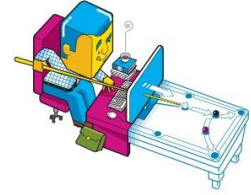
Why would you build a Mock-up and a wireframe? How are they different?

5



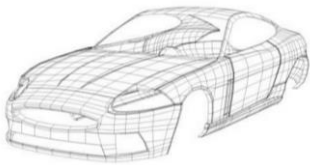
What does Donald Norman mean when he says you have to design for *Discoverability* and *Understanding*?

8



What is an Interface? In what different ways can we understand interface?

3



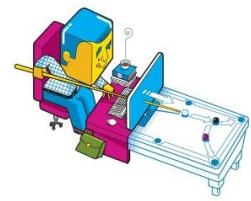
What are the benefits of prototyping before building the code? And what are the limitations of this?

6



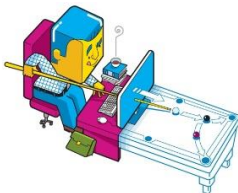
What is meaning of *Mapping* and *Feedback* In interface design?

9



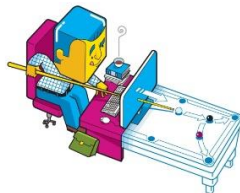
What is *pliability*? And how is it related to user experience?

10



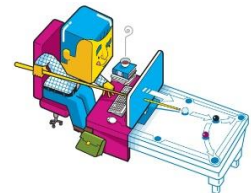
What is meant by *temporal* and *spatial* elements of user experience? What does this have to do with designing *user experience*?

11















What is meant by *engagement* and *enchantment* when talking about user experience? How can either one be "designed".

12



What is *fluency*? And how is it related to user experience?

<p>13</p>  <p>What is a user persona? How do you create one and what is the purpose of a persona?</p>	<p>17</p>  <p>When doing user research as part of a design project; what are the major benefits and drawbacks from <i>quantitative research</i>?</p>	<p>21</p>  <p>Why would you use a <i>focus group</i> for data collection instead of an Interview?</p>
<p>14</p>  <p>What is a <i>primary user persona</i> and how is it different from a <i>secondary user persona</i>?</p>	<p>18</p>  <p>When doing user research in design; what are the major benefits and drawbacks from <i>qualitative research</i>?</p>	<p>22</p>  <p>Why would you use a <i>field observation</i> or <i>participation</i> for data collection? What is the difference between them?</p>
<p>15</p>  <p>When would you build a scenario? How would you structure it, and are there different types? If so what is the difference?</p>	<p>19</p>  <p>When would you use an <i>unstructured interview</i>? And when would you use a <i>structured interview</i>?</p>	<p>23</p>  <p>What is an A/B split test and what does it tell you about your design? Are there any similar test methods?</p>
<p>16</p>  <p>What is user research? Why is important to do user research and what kind of data do you collect?</p>	<p>20</p>  <p>What is a competitor analysis? Why could it be a good idea to do a competitor analysis and what kind of data does it produce</p>	<p>24</p>  <p>When would you use a questionnaire to gather information about users? What are the benefits and potential drawbacks of this method?</p>

25



How can you conduct a *user test* in order to try out information structure, navigation and layout of your design?

29



What positive benefits do you get when choosing between mobile apps that are; responsive, adaptive, native and hybrids?

33



What is the difference between *the old* and *the new media sphere*? Why is planning for engagement important in the new media sphere?

26



What is idiomatic design? And how is it different from metaphorical design? Where is it mostly used?

30



What is content prioritization? Why is it important and how can you structure it?

34



What is a *Wicked Problem*? And what does it have to do with interface design?

27



How do you use metaphors in design and why are they so controversial?

31



What is Data visualization and why do some consider *data to be the new soil*? Where can you use data visualisation to improve UX?

35



What is HCI and from where does the concept originate? Who invented the first mouse, and what is *The mother of all Demos*?

28



What is *Mobile first* and what are the strengths and drawbacks of it?

32



What is a communication strategy and what implications does it have for you function as a web developer in a company?

36



Why do some believe that website design is dead? What do they believe has replaced it, and Why?