

## MODULE -1

1. What is one common misconception about usability?

- **a) Usability is only about the user interface.**
- b) Usability encompasses all aspects of the user experience.
- c) Usability is not important for user satisfaction.
- d) Usability and user experience are the same concepts.

2. Which of the following is NOT considered a component of a user experience according to the text?

- a) Utility
- b) Functional Integrity
- **c) Aesthetics**
- d) Persuasiveness

3. What term does the book use to describe the overall emotional impact of a product on a user?

- **a) Emotional resonance**
- b) Affective design
- c) User engagement
- d) Emotional footprint

4. Which aspect of user experience focuses on the immediate emotional response during interaction?

- a) Utility
- b) Functional Integrity
- **c) Aesthetics and Affect**
- d) Persuasiveness

5. What is a primary goal of user experience design mentioned in the book?

- a) To create the most technologically advanced product
- b) To ensure maximum utility and usability
- **c) To develop a product that is both functional and emotionally satisfying**
- d) To focus solely on visual design

6. What are "requirements" in the context of UX design?

- a) A set of aesthetic guidelines for the interface
- **b) Statements of what is needed to design a system that fulfills user and customer goals**
- c) Detailed code specifications for developers
- d) Marketing strategies for user engagement

7. In UX design, requirements often need to address which of the following?

- a) Only the technical specifications
- **b) Functional, interaction, and emotional impact needs**
- c) Marketing and branding strategies
- d) Legal and compliance issues exclusively

8. What process is described by walking the Work Activity Affinity Diagram (WAAD) to extract requirements?

- a) Inductive reasoning
- **b) Deductive reasoning**
- c) Creative brainstorming
- d) Heuristic evaluation

9. Who should be part of the requirements extraction team?

- a) Only UX designers
- **b) UX designers, software engineers, system architects, and possibly managers**
- c) Marketing and sales teams
- d) End users and customers

10. Why is it important to take the requirements back to customers and users for validation?

- a) To finalize the product design
- b) To ensure technical feasibility
- **c) To correct any misconceptions and get user feedback before design**
- d) To market the product to early adopters

11. What is a potential outcome of resolving organizational, sociological, and personal issues during the requirements validation?

- **a) Improved user experience design**
- b) Increased technical complexity
- c) Reduced need for user training
- d) Enhanced marketing strategy

12. What is the primary purpose of a "wall walk" in the context of extracting formal requirements?

- a) To identify potential software bugs
- **b) To traverse the WAAD structure for extracting requirement statements from work activity notes**
- c) To improve team collaboration and communication

d) To test the usability of the user interface

13. Which of the following best describes the role of emotional impact in user experience?

a) Ensuring the product is efficient and effective

b) Focusing solely on the visual appeal of the product

**c) Creating a user experience that evokes pleasure, fun, and emotional satisfaction**

d) Developing a product that is easy to use and learn

## **MODULE -2**

1. What distinguishes the Apple iPod Touch as a product of design thinking?

a) Its high performance and functionality

b) Its minimalistic design

**c) Attention to usability, emotional impact, and packaging**

d) Its affordability and accessibility

2. What aspect of design thinking emphasizes understanding the emotional needs of human users?

a) Integrative nature

b) Market orientation

**c) Human-centered approach**

d) Broad attention to product details

3. What perspective emphasizes the sensory, cognitive, and physical actions of users?

a) Ecological perspective

**b) Interaction perspective**

c) Emotional perspective

d) Aesthetic perspective

4. What is emphasized as a powerful supplement to work roles and user class definitions?

a) Scenarios

**b) Personas**

c) Prototypes

d) Storyboards

5. What is ideation?

- a) A solitary process for generating design ideas.
- b) A formal evaluation method for design concepts.
- c) An active, collaborative process for forming design ideas.**
- d) A passive observation of design trends.

6. Sketching in design is primarily focused on:

- a) Creating detailed drawings of the final product
- b) Documenting design decisions for future reference
- c) Exploring preliminary design ideas and concepts**
- d) Implementing concrete design representations

7. What is the primary purpose of a storyboard in the context of design?

- a) To create a detailed user manual for the envisioned system
- b) To illustrate the interaction between users and the system through visual sequences**
- c) To document the technical specifications of the system
- d) To provide a textual description of user scenarios

8. What is the primary aim of slanty design, as described by Beale (2007)?

- a) Maximizing individual user preferences
- b) Controlling user behavior for the benefit of all users and the enterprise**
- c) Encouraging unrestricted user actions
- d) Enhancing user comfort and convenience

9. What is emphasized as being "everything" in the context of design thinking?

- a) Functionality
- b) User experience**
- c) Market trends
- d) Engineering principles

10. What is emphasized as a benefit of personas for the UX team?

a) Increased complexity

b) Personal engagement

**c) Visualizing design targets**

d) Decreased communication

11. What is the primary objective of using prototypes in the design process?

a) To generate design ideas

b) To finalize design decisions

**c) To test and refine design concepts**

d) To document design iterations

12. How does a storyboard contribute to the design process?

a) By finalizing design decisions

**b) By illustrating user interactions with the envisioned system**

c) By analyzing user feedback

d) By documenting design iterations