Question 1

5 / 5 pts

Match the name of the malware with its description.

Malware designed to deliver the payload after a predetermined event.	Bomb ▾
Program designed to consume resources.	Rabbit ▾
Malware able to spread unassisted.	Worm ▾
Program or collection of software tools designed to maintain unauthorized access to a system.	Back Door ▾
A seemingly legitimate piece of software possessing functionality that is undesirable to the user.	Trojan ▾
Unsolicited e-mail.	SPAM ▾
A program whose function is to observe the user and send information back to the author.	Spyware ▾
Software designed to give an attacker remote-control access of a target system.	Botnet ▾
Program designed to interrupt the normal flow of the target's computer to display unwanted commercials or offers.	Adware ▾

Question 2

10 / 10 pts

Which of the following best describes the motivation for creating personas?

- ○ It is too difficult to get to know all possible users so it is better to focus on just one or two that are the most important to your product
- ○ A persona is a great tool to explain your user-base to executives and others not directly involved in the design process
- ○ It is only safe to base your designs on real users who you have personally met and know
- ● You will have far greater success designing an interface that meets the goals of one specific type of user, instead of trying to design for the various needs of many.

Question 3

45 / 45 pts

Research was conducted where ten individuals from the target audience were interviewed. The following data was collected:

- Average age: 30, where 67% were between 25 and 37.
- Goal: Create an audit trail to avoid litigation, dissatisfied customers, and miscommunications with coworkers.
- Occupation: Information worker. Produces and consumes information. This includes lawyers, architects, marketing professionals, and doctors.
- Technology competency: None are trained to work with technology, but technology has become an important component of their workflow in recent years as the world has become more digital.
- Technology attitude: Early adopters who see computers as a way to gain the competitive advantage. 9/10 were early adopters of mobile devices, 8/10 carry both a laptop and a tablet to work every day.

Compare the above research with the persona Timothy Powell ↗ . Check all the target audience characteristics that match the persona.

- ☑ Occupation
- ☑ Goal
- ☐ Age
- ☐ Technology attitude
- ☑ Technology competency