

### Question 1

Not yet graded / 40 pts

Identify three points made in the video that you strongly agree with or strongly disagree with. For each point:

- Describe in a couple of sentences what is going on at that point in the video.
- Make a brief argument why the design teams decision was good or bad
- Include a time-stamp from the video where the issue was. For example, 31:14 into the video.

Your Answer:

1. Users need to feel like they can master the program
  - He is talking about how in word 2003 there were too many toolbars, and nobody felt like they had a real handle on the program
  - This was a good point to bring up, and a good reason to bring on the ribbon. Without this critical bit of information, they wouldn't have been able to find the root problem they were having
  - 21:50 in the video
2. Simple is better than clever
  - I agree with this. He is talking about his design tenants.
  - If you can reduce the amount of confusing people have surrounding software, the more likely they are to use it. With a thing like a word processor, people don't really have a lot of motivation to get in there and find the power unless it's SUPER easy. Like heading, for example, I only started using them about 2 years ago and they are game-changing. They make things super easy. But if they weren't easy to find, and easy to use, and made my life better I wouldn't have ever used them.
  - 34:30 ish in the video
3. The sentiment that the easiest path is the one that will be chosen, most of the time
  1. He's talking about why they didn't put the ribbon on the side, and his concern about if he put it there they would make it scroll when they added new features.
  2. I agree with this. If you make something easy and you can see it is an issue you should avoid it so it doesn't become an issue in the future

### Question 2

5 / 5 pts

According to the video, what is the "Truman Show?"

- ☐ When too much is happening in the UI for the user to process
- ☒ A collection of live video feeds to a small number of target users
- ☐ The lead designer showing various prototypes to members of the development team
- ☐ A 1998 movie starring Jim Carrey

### Question 3

5 / 5 pts

What is the purpose of design tenants?

- ☐ Provide a metric by which a design can be measured
- ☒ Focus design efforts so you can make headway through all the possibilities
- ☐ Stop creativity

**Question 4****35 / 35 pts**

What are the Office 2007 UI redesign goals?

- ☒ Help people save time
- ☒ Make the software easier to use
- ☒ Help people create beautiful, power documents
- ☐ Help people make less errors
- ☐ Provide a more familiar, comfortable interface
- ☒ Help people to discover more of the power of Office
- ☐ Help people feel more secure and safe while using Office

**Question 5****5 / 5 pts**

What is a "conceptual prototype?"

- ☐ Trying to understand the user's conceptual model of the UI
- ☒ Trying all kinds of different approaches to see what will work
- ☐ Trying to identify the most simple concepts that the user needs to understand.

**Question 6****5 / 5 pts**

Why did Microsoft abandon menus in the Office 2007 release?

- ☒ The interface needs outgrew the menu paradigm
- ☐ There was a need to make the UI look "fresh" and "appealing"
- ☐ Competition from Adobe and Apple required a rethinking of the old design
- ☐ A new UI was needed to reflect the new functionality under the hood

### Question 7

5 / 5 pts

Where did the name "Ribbon" come from?

- ☐ The first drawings looked like a ribbon used for wrapping presents
- ☐ Some prototypes floated over the existing UI like a ribbon
- ☐ The UI would take the top "ribbon" of the page
- ☒ It was initially conceived as a medieval scroll that could roll up