UED VIVA QUESTION & ANSWERS

1   What is User Experience Design
     User experience is the totality of the effect or effects felt by a user as a result of interaction with, and the usage context of, a system, device, or product, including the influence of usability, usefulness, and emotional impact during interaction, and savouring the memory after interaction.

2   User Experience Terminologies
     ▶ Usability
     ▶ Usefulness
     ▶ Functionality
     ▶ Emotional Impact
     ▶ User Experience

3   Explain lifecycle of User experience design

     Analyze: Understanding the business domain, user work, and user needs
     Design: Creating conceptual design, interaction behavior, and look and feel
     Prototype: Realizing design alternatives
     Evaluate: Verifying and refining the interaction design

4   What is ideation ?
     ▶ Ideation is an active, fast-moving collaborative group process for forming ideas for design.
     ▶ It is an activity that goes with design thinking; you might say that ideation is a tool of design thinking; ideation is applied design thinking.
     ▶ Ideation is where you start your conceptual design.
     ▶ This is a hugely creative and fun phase

5   What is wireframe?
     ▶ Wireframes comprise lines and outlines (hence the name "wire frame") of boxes and other shapes to represent emerging interaction designs.
     ▶ They are schematic diagrams and "sketches" that define a Web page or screen content and navigational flow.
     ▶ They are used to illustrate high-level concepts, approximate visual layout, behavior, and sometimes even look and feel for an interaction design.

6   What is user persona ?
     ◄ A persona, as used in contextual data representation and interaction design, is a hypothetical but specific "character" in a specific work role, with specific user class characteristics.
     ◄ As a technique for making users real to designers, a persona is a story and description of a realistic individual who has a name, a life, and a personality, allowing designers to limit design focus to something very specific.

7   What is Formative evaluation?
     ✓ ***Formative evaluation* is primarily diagnostic; it is about collecting qualitative data to identify and fix UX problems and their causes in the design.**
     Example : Chef who periodically checks a dish while it's being prepared and makes adjustments to positively impact the end result.

     When the cook tastes the soup, that's formative; when the guests taste the

soup, that's summative"

8   What is summative evaluation ?
- ✓ ***Summative evaluation* is about collecting quantitative data for assessing a level of quality due to a design, especially for assessing improvement in the user experience due to formative evaluation.**

Example : Evaluating the dish after it is completed like a restaurant critic who compares the meal with other restaurants.

When the cook tastes the soup, that's formative; when the guests taste the soup, that's summative"

9   Explain Flow model

A flow model is a diagram giving the big picture or overview of work, emphasizing communication and information flow among work roles and between work roles and system components within the work practice of an organization

10   Explain Social model
- ◄ A social model is a diagrammatic description that captures the social aspects of the users' organizational workplace, including the overall flavour, philosophy, ambiance, and environmental factors as well as thought processes, mind-sets, policies, feelings, attitudes, concerns and influences, norms of behaviour, attitudes, and pressures that affect users.

11   Explain artifact model
- ◄ An artifact model shows how tangible elements (physical or electronic) are used and structured in the business process flow of doing the work.
- ◄ Work artifacts are one of the most important entities that get passed from one work role to another within the flow model.

Examples include paper memos, email messages, correspondence templates, product change orders, and other things people create and use while working

12   What is a story board?
- ▶ A storyboard is a sequence of visual "frames" illustrating the interplay between a user and an envisioned system.
- ▶ Storyboards bring the design to life in graphical "clips," freeze-frame sketches of stories of how people will work with the system.
- ▶ This narrative description can come in many forms and at different levels.
- ▶ Storyboards for representing interaction sequence designs are like visual scenario sketches, envisioned interaction design solutions.

13   Who are the members of User interface team ?
- - User researcher
- - Users,
- - User interaction designer
- - UX analyst or evaluator
- - Visual/graphic designer
- - Technical writer
- - Interactive prototype programmer
- - UX manager

14   What are different types of prototype?
- - Prototypes are made at many different levels of fidelity, including low fidelity (especially paper prototypes), medium fidelity, and high fidelity (programmed

functional prototypes), and "visual comps" for pixel-perfect look and feel.

- **Horizontal Prototype**
  - A horizontal prototype is very broad in the features it incorporates, but offers less depth in its coverage of functionality.
- **Vertical Prototype**
  - A vertical prototype contains as much depth of functionality as possible in the current stage of the project, but only for a narrow breadth of features.
- **T Prototype**
  - In a "T" prototype much of the design is realized at a shallow level (the horizontal top of the T), but a few parts are done in depth (the vertical part of the T).
  - A "T" prototype combines the advantages of both horizontal and vertical, offering a good compromise for system evaluation.
- **Local Prototype**
  - A local prototype represents the small area where horizontal and vertical slices intersect. A local prototype, with depth and breadth both limited, is used to evaluate design alternatives for a particular isolated interaction detail.

15   What is system complexity space?
  - a "system complexity space" defined by the dimensions of interaction complexity and domain complexity.
  - Low interaction complexity usually corresponds to smaller tasks that are generally easy to do on the system, such as ordering flowers from a Website.
  - High interaction complexity is usually associated with larger and more difficult tasks, often requiring special skills or training, such as manipulating a color image with Adobe Photoshop.