

# Feedback — Quiz 1

You submitted this quiz on **Wed 14 Nov 2012 1:46 AM PST -0800**.  
You got a score of **3.00** out of **3.00**. However, you will not get credit for it, since it was submitted past the deadline.

This quiz is about the material covered in Lectures 1, 2, and 3.1 so we recommend you to watch all the videos before submitting your answers.

## Question 1

What are advantages of paper prototypes over computer generated pixel prototypes?

Check all that apply.

Your Answer	Score	Explanation
<input checked="" type="checkbox"/> Paper prototypes are often less expensive, faster, and easier to create and modify compared to computer-generated prototypes.	✓ 0.25	
<input checked="" type="checkbox"/> Paper prototypes keep the focus on high-level design while it's easy to shift focus to details with pixel-prototypes.	✓ 0.25	
<input checked="" type="checkbox"/> Paper prototypes separate issues of design from issues of implementation.	✓ 0.25	
<input checked="" type="checkbox"/> Paper prototypes usually allow designers to explore a broader range of ideas than pixel-prototypes.	✓ 0.25	
Total	1.00 / 1.00	

## Question 2

Let's say your friend is trying to understand how a software company decides when

software is released, and she interviews one of their engineers. She asks, “At several companies, the CEO is completely in charge of the decision of when to release the software. How do you do it at your company?”

What is true of your friend's interview question? Check all that apply.

Your Answer	Score	Explanation
<input type="checkbox"/> This is a great question, since the interviewer establishes she is an expert in the field.	✓ 0.25	The interviewer wants to appear as the inexperienced apprentice, and learn from the interviewee. Posing as an expert often makes people unwilling to talk lest the expert think they are wrong.
<input type="checkbox"/> This is a great question. It provides the user context about the kind of answer that is expected.	✓ 0.25	The context provided is about other companies, and nothing about the company the engineer works at.
<input checked="" type="checkbox"/> This is the wrong question, since it focuses the user on who makes the decision, rather than how the decision is reached.	✓ 0.25	Putting irrelevant information into the question sets the user off on the wrong track (esp. when coupled with the “how do you do it” open-ended question, the user is likely to guess “Ah, by how, they mean who...”)
<input checked="" type="checkbox"/> This is a leading question: it suggests that the CEO should make the decision.	✓ 0.25	Even though the question is not explicitly leading, by setting the norm (the “other companies” part), it suggests/leads to a favored answer.
Total	1.00 / 1.00	

### Question 3

What is wrong with the following interview question: “Do you like the Word Art feature of Microsoft Office?”

Check all that apply.

Your Answer	Score	Explanation
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<input checked="" type="checkbox"/> The question is leading.	✓	0.25	Even assuming that a user likes or dislikes a feature can be leading.
<input checked="" type="checkbox"/> The question elicits a binary or a yes/no response.	✓	0.25	Research questions should require the users to give more in-depth feedback.
<input checked="" type="checkbox"/> The question assumes that the user has feelings about the Word Art feature of Microsoft Office.	✓	0.25	Even assuming that a user likes or dislikes a feature can be leading.
<input type="checkbox"/> The question is too open ended.	✓	0.25	This question is not open ended. Additionally, open-ended questions provide more interesting responses.
Total		1.00 / 1.00	

