

One and a half hours - online

The exam will be taken on line.

This paper version is made available as a backup

In this event, only MCQ answers written in the boxes on the exam paper will be marked.

**UNIVERSITY OF MANCHESTER  
SCHOOL OF COMPUTER SCIENCE**

User Experience

Date: Monday 15th January 2018

Time: 09:45 - 11:15

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**Please answer ALL Questions.**

**Use Blackboard to answer all questions. Use the SEPARATE answerbook for Notes and Diagrams - these will be marked.**

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The use of electronic calculators is permitted provided they are not programmable and do not store text

**[PTO]**

**Section A**

This section is multiple choice. Answer ALL questions from this section.  
Write your answer directly into the box provided for each question.

a) What is the purpose of the UX specialist? (Knowledge) (1 mark)

- A. Inform the design and evaluate the build;
- B. Build the software;
- C. Design the software;
- D. Evaluate the design;
- E. Cost the design.

b) What are the 4 aspects on which the principles of Affective Experience are built (hint - NOT the Principles themselves)? (Comprehension) (1 mark)

- A. Reflective, Aesthetic, Objective, Visceral;
- B. Reflective, Aesthetic, Subjective, Temporal;
- C. Reflective, Aesthetic, Artistic Narrative, Visceral;
- D. Reflective, Temporal, Artistic Narrative, Visceral;
- E. Reflective, Generous, Artistic Narrative, Visceral.

c) Which of the following are methods of conveying information to the developer? (Application) (1 mark)

- A. Participant Observation, Scenarios, Flow-Chart, State Transition Diagram;
- B. Participant Observation, Scenarios, Focus Group, State Transition Diagram;
- C. Interviews, Scenarios, Flow-Chart, Focus Group;
- D. User Stories, Interviews, Flow-Chart, State Transition Diagram;
- E. User Stories, Scenarios, Flow-Chart, State Transition Diagram.

d) What are the two key factors related to Thinking and Learning? (Knowledge) (1 mark)

- A. Attention, Exploration;
- B. Attention, Communication;
- C. Visualisation, Exploration;
- D. Visualisation, Communication;
- E. Communication, Exploration.

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e) Which list below contains a condition NOT normally associated with 'Combinatorial Impairment'? (Comprehension) (1 mark)

- A. Sight, Hearing, Physical Coordination;
- B. Hearing, Physical Coordination, Ageing;
- C. Physical Coordination, Sight, Cognition;
- D. Ageing, Cognition, Physical Coordination;
- E. Cognition, Situational Impairment, Hearing.

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f) Given the need to rapidly create an interface prototype for a specific user need, which software design methodology would you use? (Application) (1 mark)

- A. Cowboy;
- B. Iterative;
- C. Waterfall;
- D. Agile;
- E. Spiral.

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g) What are 4 barriers to Effective Experience? (Knowledge) (1 mark)

- A. Visual Impairment, Hearing Impairment, Situational Impairment, Combinatorial Impairment;
- B. Visual Impairment, Hearing Impairment, Situational Impairment, Technical Impairment;
- C. Visual Impairment, Hearing Impairment, Situational Impairment, Computational Impairment;
- D. Visual Impairment, Cognitive Impairment, Physical Impairment, Technical Impairment;
- E. Visual Impairment, Hearing Impairment, Cognitive Impairment, Computational Impairment.

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h) What are the two main danger points to remember when undertaking UX by Participatory Design with a Focus Group? (Application) (1 mark)

- A. Testing the design and engineering failures;
- B. Testing the design and group think;
- C. Group think and ethical failures;
- D. Engineering failures and experimenter bias;
- E. Experimenter bias and testing the design.

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i) What are four key principles of ethical research on human participants? (Knowledge) (1 mark)

- A. Benefits, Openness, Competence, Justice;
- B. Competence, Integrity, Science, Respect;
- C. Trust, Responsibility, Integrity, Openness;
- D. Utility, Integrity, Science, Respect;
- E. Openness, Integrity, Science, Respect.

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j) What was the key focus of HCI? (Knowledge)

(1 mark)

- A. Emotion and Fun;
- B. Objective metrics;
- C. Affective Computing
- D. Subjective measures;
- E. Qualitative reporting.

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## Section B

Answer ALL questions from this section.

1. Why are Post-its so important? Name each reason along with a one sentence description.  
You'll need two reasons to gain full marks (Knowledge) (2 marks)
  
2. Describe the Task Analysis Method as it relates to Requirements Elicitation In one sentence, describe what the task analysis method is along with a short description of how it relates to gain full marks (Comprehension) (2 marks)
  
3. Given the task of designing a Sales support system for a large car component supplier, how can you enhance the users' (in this case Sales People) perception of fun? (Application) (4 marks)
  
4. What is Modern User Experience and how is it applied? To get full marks you should demonstrate substantive knowledge of the topic with in-depth analysis. You may want to use examples (and diagrams if appropriate) to help your analysis (Analysis) (4 marks)
  
5. What problems may exist when undertaking single method evaluation? To get full marks you should demonstrate substantive knowledge of the question and substantive ability to synthesise information learnt in another part of the unit. You may want to use examples (and diagrams if appropriate) to help your analysis (Synthesis) (4 marks)
  
6. What is Quality, define and discuss, and explain why you have come to this view and how it relates to the user experience.

**In around 250 words, discuss this in terms of the topics surrounding User Experience.**

You should interpret the question, add your insight (using experience created from your UX/CS training), and produce a 'mash-up' of the two focusing on aspects of the article you think are important, rationalising why, and linking it to other work you have read, work you have done or seen, prior knowledge, or real world experience. Apply a knowledge of information not explicitly taught in the unit. Detail any use of formal/informal sources your ideas are based on (these can be formal such as [Law, 2009] or informal such as 'recent news article on BBC detailing xyz'). You should include argument, ideas, opinions and thoughts and show a critical analysis or secondary interpretation.

I understand that it can be difficult to not just produce a summary (but a summary is often never required). Think to yourself, what do I bring to this 250 words, could anyone have created the 250 words by just reading the article and without your training and insight? If the answer to the last question is 'yes' then you will lose marks; instead change your answer by adding your insight based on your expertise. To get full marks

you should demonstrate the ability to apply a knowledge of information not explicitly taught in the unit. Wide-ranging use of sources located by the candidate. Argument, ideas, opinions and thoughts based on formal sources, and showing a critical analysis or secondary interpretation. You may want to use examples (and diagrams if appropriate) (Creativity)

(4 marks)