

Human-Computer Interaction (HCI)
(706.021 3VU Mensch-Maschine-Kommunikation SS 2015)

Multiple Choice Test (15 Minutes)

- Write your name and Matrikelnummer at the top of the page.
- For each choice, clearly mark the circle (⊗), if that choice is correct (true, T). Clearly mark the box (⊗), if that choice is incorrect (false, F). Do not mark both the circle and the box, do not leave both empty.
- If you make a mistake, clearly write the word “true” or “false” in the margin next to the boxes.
- There may be zero, one, or multiple correct choices for each question.
- For each question, you will either gain full points or zero points. To gain full points, you must *correctly* identify each choice as true or false (exact match).
- Unless otherwise stated, the questions assume a Microsoft Windows computing environment.
- This is a closed book test. No books, lecture notes, or other materials are allowed.
- No calculators, mobile phones, PDAs, or other electronic devices are allowed.
- A printed English-German dictionary may be used.
- Please place your student id on the desk in front of you.

1. Regarding *conventions*:

T F

- A. Conventions are cultural constraints.
- B. Conventions are de facto standards.
- C. Constraints are stricter than conventions.
- D. Conventions are semantic constraints.

2. Regarding the measurement of usability attributes:

T F

- A. Reliability is measured by performing common use cases.
- B. Errors are measured by counting both minor and catastrophic errors made by users.
- C. Sample expert users are needed to measure efficiency.
- D. Learnability is determined by measuring the time it takes to explain an interface to a new user.

3. Which description(s) of *learning curves* for hypothetical systems is (are) correct?

T F

- A. The learning curve is independent of the focus of the system on the type of user (novice or expert).
- B. The learning curve approximates to a lower value of efficiency if the system focuses on novice users.
- C. A system focused on expert users provides higher efficiency at all times.
- D. Efficiency increases more steeply in a system focused on expert users.

4. Regarding *personas*:

T F

- A. Start off with one persona per user group, representing the average of each user group.
- B. Combine secondary personas into a primary persona.
- C. A good persona has hard-to-satisfy characteristics on the edge of the user point cloud.
- D. A secondary persona needs their own interface.

- T F 5. An *interactive sketch*
- A. is a method of prototyping.
 - B. is a user interface that requires special attention in a thinking aloud test.
 - C. is done solely with pen and paper.
 - D. retains a throwaway, casual look to encourage criticism.
- T F 6. *Guideline checking*:
- A. means judging an interface with a detailed checklist of guidelines.
 - B. often involves dozens or even hundreds of individual items on a checklist.
 - C. employs 10 broad principles (guidelines) used for judging an interface.
 - D. is a summative evaluation method.
- T F 7. The *orientation script* should include:
- A. Introduce yourself by name, title, and job description.
 - B. Explain the purpose of the test.
 - C. Explain any recording.
 - D. Emphasise that the user is being tested.
- T F 8. *A/B Testing*:
- A. tests two independent groups of users in a usability lab.
 - B. was originally used in marketing to test variants of direct mail brochures.
 - C. optimises two metrics, alpha (α) and beta (β).
 - D. is also called *split testing*.
- T F 9. A *diary study*:
- A. involves self-reporting of activities by users.
 - B. provides insight into how software is used.
 - C. is a summative evaluation method.
 - D. involves time-consuming manual analysis of user sessions.
- T F 10. Regarding *SketchPad*:
- A. It was built by Ivan Sutherland in 1963.
 - B. It was the first use of the mouse.
 - C. It was the first object-oriented program.
 - D. It used a pixel-based raster display.