

BCS THE CHARTERED INSTITUTE FOR IT

BCS HIGHER EDUCATION QUALIFICATIONS
BCS Level 5 Diploma in IT

USER EXPERIENCE

Monday 20th April 2026 – Afternoon

Answer **any** FOUR questions out of SIX. All questions carry equal marks.

Time: TWO hours

Answer any Section A questions you attempt in Answer Book A
Answer any Section B questions you attempt in Answer Book B

The marks given in brackets are **indicative** of the weight given to each part of the question.

Calculators are NOT allowed in this examination.

Section A
Answer Section A questions in Answer Book A

A1.

- a) You are a UX designer working for an organisation that provides products and services for universities. You and your team have been asked to design a cloud-based platform to enable university students to gather together, organise, share and curate their employability portfolios (e.g. projects and respective deliverables that they have worked on, volunteering activities, outputs from internships and/or placements, etc.) in a digital format and in a safe, engaging and professional way.

By considering the process of human-centred UX design:

- i. What would you do first?
- ii. What would the next activities be?

(10 marks)

- b) You are planning to use the System Usability Scale (SUS) and you need to inform your manager about this. Your manager does not know what the SUS is. How would you explain it to them and why are you planning to use it?

(7 marks)

- c) One design principle (included in Nielsen's usability heuristics) is flexibility and efficiency of use. Why is this principle important when designing an interface? Provide an example of how this principle is often applied.

(8 marks)

A2.

- a) One method for gathering data from potential users is by conducting interviews. Recently, conducting interviews remotely has become popular. Evaluate / appraise **three** advantages and **three** disadvantages of remote interviews.

(12 marks)

- b) Evaluate how conducting interviews remotely differs from conducting interviews in person (i.e. face-to-face).

(8 marks)

- c) State any ethical considerations for data collection.

(5 marks)

A3.

- a) When designing an interface, we need to consider the limitations of human memory and how best to support the user's ability to remember information. Reflect on at least **three** ways (i.e. design implications) that UX designers need to consider to accommodate these limitations.

(12 marks)

- b) Explain what Fitts's law is in UX and what it is used for.

(5 marks)

- c) You are a UX professional, involved in a project that explores ways to design a new app to support a small family dry cleaner's business. There is a system running already with which the customers are generally happy, but the current system looks dated and needs to be upgraded.

Outline **three** data gathering techniques appropriate for the above project. Explain which technique you would choose and why.

Assume that there is sufficient time and resources to use any data gathering techniques.

(8 marks)

[Turn Over]

Section B
Answer Section B questions in Answer Book B

B4.

- a) Evaluation is integral to the UX design process. Justify why we evaluate and when evaluation takes place.
(9 marks)
- b) You are working with a university to redesign their website.
- i. How would you perform a heuristic evaluation on their website?
(12 marks)
 - ii. The university has asked you whether any students would be required to complete the heuristic evaluation. How would you respond? Explain whether students would be involved in this evaluation method. Justify your answer.
(4 marks)

B5.

- a) You are conducting a user testing session with potential users of a mobile app that your team is currently developing for professional coaches (e.g. career coach, performance coach, wellbeing coach, etc.). You have the option to conduct the session either in an experimental lab or in the environment of the potential users.
- Discuss which option you would choose and justify your answer.
(8 marks)
- b) You are designing a website for an organisation that will launch and operate in different parts of the world.
- Specify and discuss **three** aspects that you will need to consider when designing the interface of the website.
(9 marks)
- c) Explain what is meant by human-centred design and why it is important.
(8 marks)

B6.

- a) Nowadays, there are different kinds of interfaces (e.g. apps, mobile, wearable, VR, AR, etc.). What do User Experience (UX) professionals need to consider when deciding which interface to use and what features to include?

(7 marks)

- b) There are currently many discussions on the impact of Artificial Intelligence (AI) on UX.

Provide **two** examples of how AI may improve UX.

(6 marks)

- c) Specify what is meant by ecological validity while evaluating a system. Why does it matter?

(5 marks)

- d) Illustrate, using an example, how the results of an evaluation may be biased (i.e. distorted).

(7 marks)

END OF EXAMINATION