BCS Higher Education Qualification

Diploma

October 2022

EXAMINERS' REPORT TEMPLATE

User Experience

General comments[1]

In general, candidate responses demonstrated subject knowledge appropriate to the specification and the majority of candidates were prepared for the rigour of the examination.

Questions Report:

A1	**Syllabus mapping: 4.2, 4.3 & 5.1**
	A few candidates attempted this question. Although most candidates were able to explain the two types of card sorting techniques some seem to have found difficult to explain the importance of UX designers know the user's mental model and how card-sorting may help this.
A2	**Syllabus mapping: 4.2**
	Some candidates were not able to provide appropriate examples of localisation.
A3	**Syllabus mapping: 1.2, 2.1, 2.2, 4.1, 5.2**
	This question was the most popular with candidates and was well answered with many candidates being able to discuss appropriate data gathering techniques.
B4	**Syllabus mapping: 2.4, 1.5, 4.3**
	This question was relatively well answered with many candidates being able to explain and provide examples of the specific design principles.
B5	**Syllabus mapping: 2.1 & 5.1**
	This question was relatively well answered with many candidates being able to outline advantages and disadvantages of low and high-fidelity prototypes.
B6	**Syllabus mapping: 2.4, 3 & 4.3**
	This question was popular with candidates and was relatively well answered although a few candidates seem to have not focused on AI related to UX and technology but instead on other, generic AI aspects.