B6.

You are a UX designer, and a hotel company has asked you to redesign their website. You are to start by evaluating the company's current website. They do not want you to involve any users at this stage. You suggest to your team leader that you could evaluate the website by conducting Heuristic Evaluation.

    i)   As your team leader is not aware of this method, explain briefly what Heuristic Evaluation is.

(6 marks)

    ii)   How you would conduct a Heuristic Evaluation?

(10 marks)

    iii)   Your team leader asks you whether Heuristic Evaluation has any disadvantages. Briefly discuss whether there are any disadvantages in using this method.

(9 marks)

END OF EXAMINATION

BCS THE CHARTERED INSTITUTE FOR IT

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BCS Level 5 Diploma in IT

USER EXPERIENCE

Wednesday 19th April 2023 - 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

For all questions, illustrate your answers with diagrams where appropriate.

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) When designing user interfaces, it is important that we give users the sense of being in control. Explain briefly how you would consider this principle when designing a website.
(7 marks)

b) You are a UX Designer working on a new system for health professionals to use in a hospital. The interface for this system "must be safe to use". Explain what this means.
(10 marks)

c) There are currently many discussions on the impact of Artificial Intelligence (AI) on the User Experience (UX). Provide **TWO** examples of how AI may improve the user experience.
(8 marks)

A2.

a) Describe the PACT UX framework.
(9 marks)

b) You are to design the information system for controlling access to a university's laboratories. Undertake a PACT analysis for this system.
(16 marks)

A3.

a) Explain Fitts' Law and why we may use it when designing user interfaces.
(9 marks)

b) You are working with an electricity supplier company to design a public display showing the average daily electricity consumption of a block of flats. The aim is to encourage the residents to reduce their electricity consumption. The company wants to collect as much data as possible just in case it might be useful for subsequent analysis. You have explained to them that this would not be appropriate due to ethical concerns. Briefly provide a justification.
(7 marks)

c) There are many benefits in using Augmented Reality (AR) in cars and other vehicles. Discuss **THREE** such benefits.
(9 marks)

Section B
Answer Section B questions in Answer Book B

B4.

a) Explain why it is important that UX professionals are sensitive to cultural differences.
(9 marks)

b) Outline **FOUR** methods you would use if you were asked to evaluate a prototype of a smartphone app.
(8 marks)

c) You are a UX designer presenting your ideas for a task reminder app on a smartphone to the managers of the smartphone manufacturer. Would you use a low-fidelity or a high-fidelity prototype to present your ideas? Justify your answer.
(8 marks)

B5.

a) You are a UX consultant designing a luxury dress-hire service website for get-that-dress.com. The company offers 100 luxury dresses for people to choose from. Your team needs to organise these dresses into categories in such way that the website visitors are able to browse in an optimum way to find their preferred dress to hire. The company uses certain terms to organise the dresses into categories. Website visitors might have no idea what the difference is between many of these categories. You are proposing to conduct a Card-Sorting activity with users.

Describe the process of conducting a Card Sort.
(10 marks)

b) You are a UX consultant working on redesigning a website for a client. Your manager has asked you to use the "think-aloud" method to collect some data as they think that this method will help you. Explain briefly what the think-aloud method is and why UX practitioners use it.
(7 marks)

c) UX designers frequently use metaphors when designing interfaces.

Discuss **ONE** advantage and **ONE** disadvantage of using metaphors when designing interfaces.
(8 marks)