BCS THE CHARTERED INSTITUTE FOR IT

BCS HIGHER EDUCATION QUALIFICATIONS
BCS Level 5 Diploma in IT

USER EXPERIENCE

Thursday 17th April 2025 - Afternoon

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

Time: TWO hours

Answer any <u>Section A</u> questions you attempt in <u>Answer Book A</u>
Answer any <u>Section B</u> questions you attempt in <u>Answer Book B</u>

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) Using an example, demonstrate the principle of proximity as one of the Gestalt principles of human perception that is relevant to interface design.

(6 marks)

b) Research shows that individuals from different cultures interpret user interface characteristics in diverse ways. What is meaningful or acceptable for one culture may not be so for others. Provide **three** examples that illustrate such user interface characteristics that need to be considered when designing cross cultural user interfaces.

(12 marks)

c) Justify why personas and scenarios are used in UX design.

(7 marks)

A2.

a) 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 UX.

(8 marks)

b) Evaluation is integral to the UX design process. Justify why we evaluate and when evaluation takes place.

(8 marks)

c) You are working in a UX team, and you are asked to evaluate the redesign of an app. You need to decide whether you will proceed with heuristic evaluation or user testing. Specify to your manager the main difference between conducting a heuristic evaluation and user testing.

(9 marks)

A3.

a) You are a UX designer presenting your ideas for an innovative productivity app on a smartphone to the senior management of your company. Should you use a low-fidelity or a high-fidelity prototype to present your ideas? Justify your answer.

(8 marks)

b) There are currently multiple options of interfaces and platforms. Assess how, as a UX professional, you decide which interface is preferable and most appropriate, for a given task or activity.

(8 marks)

c) Describe the PACT UX framework.

(9 marks)

Section B
Answer Section B questions in Answer Book B

B4.

a) What is Fitt's Law in UX and what is it used for?

(6 marks)

b) Specify why web standards are important to UX designers and users.

(6 marks)

c) What is the System Usability Scale (SUS), what do we measure with it and what are its benefits?

(8 marks)

d) Specify what is meant by 'ecological validity' while evaluating a system.

(5 marks)

B5.

a) You are asked to carry out an evaluation to assess the success of the existing website of an airline company. The company wants to upgrade their website and improve specific aspects, such as enhanced navigation and making the website more aesthetically pleasing following the current web design trends.

Would this evaluation be summative or formative? Justify your answer.

(7 marks)

b) A company is developing a new car device to monitor whether a person is distracted or starting to fall asleep while driving and to provide a wake-up call using feedback, either haptic or olfactory. Where would you evaluate this new car device? Justify your answer.

(10 marks)

c) You are asked to evaluate a personal well-being app. Specify what aspects you would evaluate.

(8 marks)

B6.

a) You are designing an app for an organisation that operates in different parts of the world. What are **three** aspects that you will need to consider when designing the interface of the website?

(9 marks)

b) Explain what is meant by a walk-through in UX, whether it involves users and whether you would use a walk-through to evaluate a whole website (for example, a large news broadcasting website). Justify your answer.

(9 marks)

c) Appraise how a walk-through differs from heuristic evaluation.

(7 marks)

END OF EXAMINATION