

BCS Higher Education Qualification

Diploma

May 2021

EXAMINERS' REPORT

User Experience

**General comments<sup>1</sup>**

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

*It was refreshing to see good answers being provided for the questions on considering different user group and diversity (e.g. older users, culture differences etc) as well as the impact of AI.*

**Questions Report:**

Qu. <sup>1</sup>	Comment
<b>A1</b>	This question was only attempted by few candidates (A1).
a) <sup>1</sup>	<i>This question was challenging. A number of candidates got the sum incorrect and also a number of candidates appeared to think that in order to reject the null hypothesis (i.e. conclude that there was a significant difference in errors) the U value had to be larger than the critical value. This was incorrect as the U value had to be smaller to conclude that one could reject the null hypothesis (i.e. conclude that there was a significant difference in errors)</i>
b) <sup>1</sup>	<i>This question was relatively well answered.</i>
<b>A2</b>	All candidates attempted this question (A2).
a)	<i>This question (on PACT UX framework) was relatively well answered by the candidates.</i>
b)	<i>This question (on PACT UX framework) was relatively well answered by the candidate although a number of candidates did not seem to consider office management or drivers as main users and focusing only on taxi customers.</i>
<b>A3</b>	Two thirds of the candidates attempted this question (A3).
a)	<i>This question was relatively well answered by the candidates who attempted it.</i>
b)	<i>This question was relatively well answered.</i>
<b>B4</b>	All but one candidates attempted this question (B4).

<sup>1</sup> Insert moderator comments on the examination

a)	<i>This question was relatively well answered.</i>
b)	<i>This question was relatively well answered.</i>
c)	<i>This question was relatively well answered although some candidates focused on low fidelity prototyping.</i>
<b>B5</b>	<i>Two thirds of the candidates attempted this question (B5).</i>
a)	<i>This question was relatively well answered with many candidates being able to explain overall why personas and scenarios are important</i>
b)	<i>This question was relatively well answered.</i>
c)	<i>This question was relatively well answered with many candidates being able to discuss how low-hi fidelity prototyping could be used throughout the product development lifecycle.</i>
d)	<i>This question was challenging, and some candidates lost marks for failing to focus on data protection issues (related to mobile apps).</i>
<b>B6</b>	<i>This question appears to have been challenging for the students (B6).</i>
a)	<i>This question was relatively well answered although more emphasis was expected on discussing the fact that personalisation enables users to customise their experience.</i>
b)	<i>This question (on cognitive aspects important to consider when designing interactive products) appears to have been challenging for the students.</i>
c)	<i>This question was relatively well answered.</i>