

BCS Higher Education Qualification

Diploma

October 2025

EXAMINERS' REPORT

User Experience

Questions Report:

A1	<p>This question was answered by only one candidate.</p> <ul style="list-style-type: none">a) The candidate did not understand this question fully and therefore was not able to answer the question directly, instead providing general comments around features of the old and new systems. The candidate did not refer to the current user experience, why change is needed and how this change would improve the current user experience.b) The response to this question was brief and the candidate lost marks by not including more detail in their examples.c) The candidate's response to this question lacked depth and the explanation and examples were brief.
A2	<p>This question was answered by all candidates.</p> <ul style="list-style-type: none">a) Most candidates were correctly able to identify all four elements of PACT, with the highest scoring candidates providing more detailed explanations and examples.b) The highest scoring candidates provided examples that related to the scenario and detailed analysis of all four elements of PACT. Candidates who missed out on marks provided generic responses that did not relate to the example of a university laboratory. In general responses could have been more detailed and related to the example of a university laboratory provided in the scenario.
A3	<p>This question was answered by all candidates.</p> <ul style="list-style-type: none">a) Most candidates were able to provide relevant answers and examples of envisionment techniques to support their responses. The highest scoring candidates included more detail and justified the

	<p>envisionment techniques they had chosen. Candidates who lost out on marks did not provide relevant techniques and examples.</p> <p>b) The highest scoring candidates made reference to the limitations or relying on colour alone and elaborated on their responses. Candidates who lost marks were not able to discuss why colour alone should not be relied on by UX designers and instead refer to general design limitations. Most candidates missed out on marks by not providing examples.</p> <p>c) This question was answered well by most candidates who correctly identified the need for a high-fidelity prototype. The highest scoring candidates provided more detailed justifications for their choice of a high-fidelity prototype.</p>
B4	<p>This question was answered by four candidates.</p> <p>a) Most candidates correctly identified the answer, with varying degrees of justification for their response. Candidates scoring the higher marks provided explanations and justifications around why and when summative assessment is used. Candidates missed out on the higher marks by not relating their choice of assessments to the role of requirements and evaluation of the website.</p> <p>b) Only one candidate correctly identified the need to conduct lab-based experiments for this testing while others skipped straight to live/natural setting testing on a race track or simulator without referring to the need to conduct lab based experiments first. Responses varied in the level of justification provided and the higher scoring candidates provided more detailed explanations.</p> <p>c) This question was answered poorly overall with candidates providing general responses. Candidates did not relate their responses to the question being asked and responses did not refer to ease of downloading, ease of navigation and boarding, however, candidates did correctly identify the need to protect customer data.</p>
B5	<p>This question was answered by four candidates</p> <p>a) This question was answered poorly by candidates who did not demonstrate understanding of generating user requirements. Kind of days did not explain how to identify users and the methods that could be used to conduct user research. Some candidates listed methods of user research without relating it to users' sense of being in control.</p>

	<p>b) Candidates were able to demonstrate an understanding of goals, activities and tasks and how these relate to each other as well as requirements. Higher scoring candidates provided more detailed justifications for their responses. Candidates who did not score well did not relate their responses to requirements generation.</p> <p>c) The higher scoring candidates related the user research techniques they chose to the question, explaining why they were relevant to the design of the digital product. Candidates who missed out on marks provided a list of requirements generation techniques without explaining or justifying their choices.</p>
B6	<p>This question was answered by six candidates.</p> <p>a) Few candidates mentioned a range of factors that may affect the user's attention. Many responses did consider the design and layout of the website but did not refer to the candidate's level of expertise, difficulty of the task and stress levels which only one candidate noted. Candidates did not refer to clear goals.</p> <p>b) This question was answered well by most candidates, and many were able to provide list of design implications. The higher scoring candidates were able to provide more detail to justify their responses.</p> <p>c) This question was answered poorly by many candidates. Many responses did not make reference to accessibility and requirements, instead discussing cultural differences. The higher scoring candidate made specific reference to accessibility guidelines and inclusion of disabled users in usability testing as well as requirements generation.</p>