i300 Final Exam Study Questions

1. Iterations – what are they and why are they critically important in design?
2. Reflection – what is it and why is it critically important in design?
3. What is the difference between UI and UXD?
4. What are the 10 principles of good design as articulated by Dieter Rams?
5. What are the four principles of page layout according to Robin Williams?
6. What is “information architecture” and why is it important?
7. What is the difference between an icon and a symbol?
8. This font, Arial, is an example of what type of font?
9. This font, Cambria, is an example of what type of font?
10. What is ergonomics and why is important in HCI/d?
11. Please give an example of a good and a bad “affordance.” Explain why in each case.
12. Please give an example of a good and a bad “constraint.” Explain why in each case.
13. What are the three levels, or aspects, of Emotional Design, according to Don Norman?
14. What are some of the qualities of Mihaly Csikszentmihalyi’s concept of the Flow? Why is this concept important in HCI/d?
15. What is “physio-pleasure”? Please give an example of it.
16. What is “psycho-pleasure”? Please give an example of it.
17. What is “socio-pleasure”? Please give an example of it.
18. What is “ideo-pleasure”? Please give an example of it.
19. What are “metaphors”? Why are they important in HCI/d? Please give three examples of the use of metaphors in this context.
20. What is present in a case of successful “mapping”? Please give a good and bad example of mapping (you may find it helpful to draw simple diagrams to supplement your point).
21. What is “fallibility” and why is it an important concept in HCI/d? Cite the four types of fallibility addressed in the book and give an example of each.
22. What is “feedback” and why is it important in HCI/d? What are the different types of feedback and please give an example of each.
23. What is the name for the principle that enables users to know that a particular interaction is at an end? Please give an example.
24. What is the importance of the concept of “consistency” in HCI/d? Give an example of a situation where it is present and one where it is absent.
25. What are the two types of motivation? What is the significance of each in the HCI/d context?
26. According to your textbook, “It is important that experiences should promote a feeling of security and trust.” Cite an example from your experience with an IT interaction in which you felt insecurity and distrust.
27. In the profile of Chris Atherton in the textbook, she cites the following “tools” she uses in her work: Card sorting, Personas (combined with User Journeys), Usability testing, Usability recording software, Statistics, and The right attitude. What is she attempting to accomplish through application of this range of tools?
28. What, precisely, is “usability” as defined in the textbook?
29. Is a usability test objective or subjective? Explain why.
30. The jazz great Charles Mingus said that “Anyone can make the simple complex. Creativity involves making the complicated simple.” What is the relevance of this concept to HCI/d?

31. Why is usability testing important, according to Steve Krug?

32. At what point in the development of a project should usability testing most beneficially begin?

33. What is a “responsive design,” as defined in your textbook. Please give an example.

34. What does A-B testing involve and what is its importance?

35. If one wished to understand how people engage in tasks in the “real world” in order to design interactions to support this, what method would you use?

1. Ethnography is a branch of which social science? What are the characteristics of ethnographic studies? Why is this approach particularly suited to UXD?

2. What is the term used to describe “the intelligent management of complexity”?

3. What are “users journeys” and why are they important in UXD? Name the three approaches to user journeys set out in your textbook.

4. Why are “narratives” important in UXD? What are the five stages of a narrative?

5. What is “design thinking” and what is its value?

6. Why is user research of critical importance in UXD?

7. What are the two basic questions of an interactive design process? Describe the nature and importance of each?

8. What are four of the ways of learning about users and the context in which designing takes place? Please set out the characteristics of each.

9. What is project management? Why is it important? What tools are available to help with project management?

10. What approaches are available to visualize interface designs? Review a range of options and cite examples of any of the approaches that you, yourself, have used.

11. What tools are available to help elicit feedback from users? Be specific about the approaches and their characteristics.

12. What are the seven D.Mindsets and what is the main conclusion you draw from them collectively? Which is the most challenging for you?

13. What are the “Five Modes” identified in Bootcamp Bootleg? What is the importance of each of the five? In which of them do you see yourself as most likely to work?

14. What is the benefit of assuming a beginner’s mindset? How might you adopt one on this project?

15. What is the purpose of a user-camera study? What does it involve?

16. Why is it necessary to prepare for interviews?

17. What are the stages of an interview with empathy?

18. What are “composite character profiles” (aka a personas)? What are the benefits of their use in UXD?

19. What, according to your textbook, are “scenarios” and what is their role in UXD?

20. What is a prototype? What value do they have? What are the two types of prototypes? Please give an example of each.

21. How can you determine whether your prototype is successful and further understand the users’ needs?

22. Why is it important to involve “extreme users” in the design process?

23. What is the difference between a linear and an iterative design process? Which is
24. What, according to the textbook, are the advantages of building apps into existing platforms, like Facebook?

25. What are the six principles of user-centered design as set out by the ISO (International Organization for Standardization)? To what extent have you followed these in your work on Project 4?

26. What is a “requirements statement”? What are its aspects and why are they important?

27. What is “semantic design”? What are its characteristics and why is it important?

28. What are the characteristics of sustainable design? What is it important? Please give an example of a truly sustainable design.

29. What is “life-cycle design?” What is its importance?