Human-Computer Interaction (HCI)
(706.021 3VU Mensch-Maschine-Kommunikation SS 2011)

Multiple Choice Test (15 Minutes)

- Write your name and Matrikelnummer at the top of the page.
- For each choice, clearly mark the circle ☑, if that choice is correct (true, T). Clearly mark the box ☐, if that choice is incorrect (false, F). Do not mark both the circle and the box, do not leave both empty.
- If you make a mistake, clearly write the word “true” or “false” in the margin next to the boxes.
- There may be zero, one, or multiple correct choices for each question.
- For each question, you will either gain full points or zero points. To gain full points, you must correctly identify each choice as true or false (exact match).
- Unless otherwise stated, the questions assume a Microsoft Windows computing environment.
- This is a closed book test. No books, lecture notes, or other materials are allowed.
- No calculators, mobile phones, PDAs, or other electronic devices are allowed.
- A printed English-German dictionary may be used.
- Please place your student id on the desk in front of you.

1. Affordances are:
   - [ ] A. possibilities for using an object or interface.
   - [ ] B. the costs of buying user interface components.
   - [ ] C. the completion times for a typical task.
   - [ ] D. classified into real and perceived affordances.

2. Which of these are attributes of usability?
   - [ ] A. Learnability.
   - [ ] B. Usefulness.
   - [ ] C. Generalisability.
   - [ ] D. Subjective satisfaction.

3. How do you get to know the user in the usability engineering lifecycle?
   - [ ] A. Draw up a user profile.
   - [ ] B. Run a thinking aloud test.
   - [ ] C. Assume the role of an apprentice learning from the master craftsman.
   - [ ] D. Observe representative users.

4. Concerning competitive analysis, it is true that:
   - [ ] A. two groups of usability testers compare their results for the same interface.
   - [ ] B. it is used for usability benchmarking.
   - [ ] C. it is an online comparison of data transfer rates.
   - [ ] D. competing systems are analysed.
5. A persona in the context of goal-oriented interaction design:
   - A. is used to role-play through an interface design.
   - B. is a real person.
   - C. represents a particular type of user.
   - D. should represent an average user.

6. Which of the following are recognised kinds of prototypes:
   - A. Interactive sketches.
   - B. Conceptual models.
   - C. Beta versions.
   - D. Paper mock-ups.

7. In a heuristic evaluation:
   - A. a group of usability experts judges an interface with a detailed checklist of guidelines.
   - B. a group of test users conducts a formal experiment.
   - C. a group of psychologists administers a questionnaire.
   - D. a group of usability experts reviews a user interface according to a small set of general principles.

8. Valid reasons for usability testing are:
   - A. More often than not, intuitions are wrong.
   - B. Designers believe users follow illogical paths.
   - C. Experience changes one's perception of the world.
   - D. Testing performance under user stress is important.

9. Thinking aloud testing:
   - A. slows down the user by about 17%.
   - B. cannot provide performance data.
   - C. cannot provide process data.
   - D. is a formative evaluation method.

10. Regarding a formal experiment:
    - A. Process data are collected.
    - B. Objective measurements are made.
    - C. A larger number of test users is needed.
    - D. A fully implemented system is required.