

Human-Computer Interaction (HCI)
(706.021 3VU Mensch-Maschine-Kommunikation SS 2015)

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. Regarding *conventions*:

- T F
- A. **Conventions are cultural constraints.**
- B. **Conventions are de facto standards.**
- C. Constraints are stricter than conventions.
- D. Conventions are semantic constraints.

2. Regarding the measurement of usability attributes:

- T F
- A. Reliability is measured by performing common use cases.
- B. **Errors are measured by counting both minor and catastrophic errors made by users.**
- C. **Sample expert users are needed to measure efficiency.**
- D. Learnability is determined by measuring the time it takes to explain an interface to a new user.

3. Which description(s) of *learning curves* for hypothetical systems is (are) correct?

- T F
- A. The learning curve is independent of the focus of the system on the type of user (novice or expert).
- B. **The learning curve approximates to a lower value of efficiency if the system focuses on novice users.**
- C. A system focused on expert users provides higher efficiency at all times.
- D. **Efficiency increases more steeply in a system focused on expert users.**

4. Regarding *personas*:

- T F
- A. Start off with one persona per user group, representing the average of each user group.
- B. Combine secondary personas into a primary persona.
- C. **A good persona has hard-to-satisfy characteristics on the edge of the user point cloud.**
- D. A secondary persona needs their own interface.

- T F 5. An *interactive sketch*
- A. **is a method of prototyping.**
 - B. is a user interface that requires special attention in a thinking aloud test.
 - C. is done solely with pen and paper.
 - D. **retains a throwaway, casual look to encourage criticism.**

- T F 6. *Guideline checking*:
- A. **means judging an interface with a detailed checklist of guidelines.**
 - B. **often involves dozens or even hundreds of individual items on a checklist.**
 - C. employs 10 broad principles (guidelines) used for judging an interface.
 - D. is a summative evaluation method.

- T F 7. The *orientation script* should include:
- A. Introduce yourself by name, title, and job description.
 - B. **Explain the purpose of the test.**
 - C. **Explain any recording.**
 - D. Emphasise that the user is being tested.

- T F 8. *A/B Testing*:
- A. tests two independent groups of users in a usability lab.
 - B. **was originally used in marketing to test variants of direct mail brochures.**
 - C. optimises two metrics, alpha (α) and beta (β).
 - D. **is also called *split testing*.**

- T F 9. A *diary study*:
- A. **involves self-reporting of activities by users.**
 - B. **provides insight into how software is used.**
 - C. is a summative evaluation method.
 - D. involves time-consuming manual analysis of user sessions.

- T F 10. Regarding *SketchPad*:
- A. **It was built by Ivan Sutherland in 1963.**
 - B. It was the first use of the mouse.
 - C. **It was the first object-oriented program.**
 - D. It used a pixel-based raster display.