

Unit 5 - Understanding user needs

Course outline

How to access the portal

Welcome to HCI class

Contextual Inquiry and Affinity Diagrams

IRB documents

Understanding user needs

 How to understand user needs? Surveys, Questionnaire

 Task Analysis

 Week 4 Feedback : Human Computer Interactions

 Quiz : Assignment 4

Design and Prototyping

Design Patterns and Material Design

Usable security

Usable Security and Visual Design

Visual Design

Project Demos

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Assignment 4

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2019-09-25, 23:59 IST.

1) While designing a product, things an HCI expert should keep in mind are:

1 point

- The end-user is never a beginner
 The design should be made by keeping both novice and experts in mind
 You should not think of yourself as a typical user
 Both b and c

No, the answer is incorrect.
Score: 0

Accepted Answers:
Both b and c

2) What are the things an HCI expert needs to be careful about?

1 point

- Users hijacking the discussion during the interview
 A deliberate attempt of a user to provide incorrect information during a survey
 Users hijacking a discussion during an FGD
 All of the above
 Both a and c
 None of the Above

No, the answer is incorrect.
Score: 0

Accepted Answers:
Users hijacking a discussion during an FGD

3) What is true about FGD(Focus Group Discussion)?

1 point

- It's a good way to gather people from similar backgrounds for discussion
 It's a good way to gather people of different experiences to discuss a topic of interest
 The group of discussion is guided by a moderator
 All of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
All of the above

4) Which one is not the purpose of a Survey?

1 point

- To narrow down the data collection for your problem
 To understand the needs of a large set of users
 A statistical representation of the population of interest
 Let you confidently make informed decisions

No, the answer is incorrect.
Score: 0

Accepted Answers:
To narrow down the data collection for your problem

5) A survey can be conducted in which of the following ways?

1 point

- Telephone
 Web
 Hybrid
 All of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
All of the above

6) Which of the following survey techniques has the lowest response rate

1 point

- Email
 Telephone
 Personal
 Web

No, the answer is incorrect.
Score: 0

Accepted Answers:
Email

7) Which of the statements about the well-designed questionnaire is False

1 point

- It should meet the research objectives.
 It should obtain the most complete and accurate information possible.
 It need not be always to the point with the topic.
 It should be kept interesting for the respondent(s)

No, the answer is incorrect.
Score: 0

Accepted Answers:
It need not be always to the point with the topic.

8) Select True options about closed Questions?

1 point

- Closed questions are easy to code because they are not mutually exclusive
 They might introduce bias in the study
 Closed questions are time-saving
 They allow for greater creativity than open-ended questions

No, the answer is incorrect.
Score: 0

Accepted Answers:
They might introduce bias in the study
Closed questions are time-saving

9) Which of the following is not true about open-ended questions?

1 point

- They are easy to analyze
 Allow users to express their ideas without restriction
 They incur greater time cost, compared to closed questions
 All of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
They are easy to analyze

10) What is an ideal composition of tasks in a task analysis?

1 point

- All easy tasks
 All difficult tasks
 More easy tasks and less difficult tasks
 None

No, the answer is incorrect.
Score: 0

Accepted Answers:
None

11) An "open response-option" is one which

1 point

- is both open-ended and includes specific response-options
 can avoid the potential problems of poor memory
 requires the researcher to have a good prior knowledge of the subject
 All of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
All of the above

12) Which of the following techniques can be used to understand the needs of a user?

1 point

- Focus Group Discussions
 Interviews
 TV advertisements
 None of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
Focus Group Discussions
Interviews

13) With respect to putting questions, a meaningful order and format should have

1 point

- Difficult Opening questions
 Questions that flow in some kind of psychological order
 Questions on one subject kept together
 None of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
Questions that flow in some kind of psychological order
Questions on one subject kept together

14) Which of the following can help you understand the mistakes that you've made in questionnaire design as well the mistakes users are making in providing responses to the questions?

1 point

- Focus Group Discussions
 Cognitive walkthrough
 Survey
 Pilot study

No, the answer is incorrect.
Score: 0

Accepted Answers:
Pilot study

15) Choose the option with the most optimal order.

1 point

- Focus Group Discussions -> Interviews -> Surveys
 Surveys -> Focus Group Discussions -> Interviews
 Surveys -> Interviews -> Focus Group Discussions
 Interviews -> Focus Group Discussions -> Survey

No, the answer is incorrect.
Score: 0

Accepted Answers:
Interviews -> Focus Group Discussions -> Survey

16) Which of the following factors does not govern the choice of the survey mode?

1 point

- Time and budget constraints
 Quality of the experts that will evaluate the survey
 The response rate desired
 The complexity of the questions to be asked

No, the answer is incorrect.
Score: 0

Accepted Answers:
Quality of the experts that will evaluate the survey

17) Which of the statements about 'Cognitive Walkthrough' is False?

1 point

- It is used to examine the usability of a product
 It's designed to see how easily users can carry out a task
 It's similar to heuristic evaluation
 Its cost-effective process

No, the answer is incorrect.
Score: 0

Accepted Answers:
It's similar to heuristic evaluation

18) What is/are the goal/s of Task Analysis?

1 point

- To determine the tasks that the actual users of the product are most likely to perform
 To determine how often are the tasks performed
 To identify the tasks that the developers of the product designed into the product
 To identify the time constraints on the tasks

No, the answer is incorrect.
Score: 0

Accepted Answers:
To determine the tasks that the actual users of the product are most likely to perform
To determine how often are the tasks performed
To identify the time constraints on the tasks

19) While navigating on an e-commerce website, a difficult task is to?

1 point

- Create an account/Login
 Cancel a purchase
 Find a product and add to cart
 Checkout and proceed to purchase

No, the answer is incorrect.
Score: 0

Accepted Answers:
Cancel a purchase

20) With respect to the Stanford Prison Experiment, one problem was?

1 point

- Participants' privacy Violation
 Severe repercussions on the participants (Ethical issues)
 Not given enough time for the task to Participants
 Participants found the task very simple

No, the answer is incorrect.
Score: 0

Accepted Answers:
Severe repercussions on the participants (Ethical issues)