Assignment 02

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment. Due on 2018-09-05, 23:59 IST.

1) Which of the following stages of persona creation is likely to take the most time? 1 point
- Stage I: Gathering data for personas
- Stage II: Analyzing the data gathered in Stage I
- Stage III: Crafting the actual personas
- All stages typically take the same amount of time

No, the answer is incorrect.
Score: 0
Accepted Answers:
Stage I: Gathering data for personas

2) What is the purpose of informed consent? 1 point
- To ensure that participants are not lied to about the time commitment involved in their participation
- To make sure that participants know exactly what to expect from the research and to communicate their right to withdraw at any stage
- In order that the participant can make an informed choice about their participation and not undertake to do something which they may otherwise have declined to do
- All of these

No, the answer is incorrect.
Score: 0
Accepted Answers:
All of these

3) Identify which one is not a work model of contextual enquiry? 1 point

No answer provided.
The first stage of conducting a user study is:

- To define the questions
- To define the design brief
- To define the goals of user study
- To define the number of questions

No, the answer is incorrect.

Identify which one among the following is an example of direct observational study

- Questionnaire study
- Interview
- Contextual enquiry
- Dairy entry

No, the answer is incorrect.

Identify the one which is not considered as a type of user study

- Qualitative user study
- Attitudinal user study
- Behavioural user study
- Brain storming user study

No, the answer is incorrect.

User study is the ______ activity taken up by _______ to observe people in order to

understand their requirements (need), frustrations and motivations, contexts, expectations and tasks

- Primary, designers
- Secondary, programmers
- Tertiary, customers
- Alternative, market surveyor

No, the answer is incorrect.

Which one of the following is most essential in identifying opportunities for design intervention?

- Identifying breakdowns

No, the answer is incorrect.
No, the answer is incorrect.
Score: 0

Accepted Answers:
Identifying breakdowns

9) __________ user study generates data that are observed and generates a lot of data on behaviours and _______ based on direct observation

- Qualitative, attitudes
- Quantitative, skills
- System-oriented, moods
- Utility-oriented, frustrations

No, the answer is incorrect.
Score: 0

Accepted Answers:
Qualitative, attitudes

10) What is the purpose of the evaluation step in the human-centered design process?

- To reduce the need for requirements analysis
- To simplify the design process
- To allow the user to see and use versions of the product as it evolves
- To implement feedback and improve the product until the usability requirements are achieved

No, the answer is incorrect.
Score: 0

Accepted Answers:
To implement feedback and improve the product until the usability requirements are achieved

11) Identifying errors committed by users while conducting user testing is important because:

- It tells us about user adaptation
- It tells us about mismatching of user and product (designer’s) mental model
- It tells us about users’ role and their effectiveness in problem solving
- It tells us about the effectiveness of the user study

No, the answer is incorrect.
Score: 0

Accepted Answers:
It tells us about mismatching of user and product (designer’s) mental model

12) Semi structured interview involves the following types of questions:

- Fill in the blank
- Rating scale
- Open-ended and close-ended questions
- None of the above

No, the answer is incorrect.
Score: 0
Unstructured interview process involves the following steps:

- Introduce yourself; understanding the work environment; background of the participant; debriefing and final checklist
- Introduction; structured topics; open dialogue; closing comments
- Introduction; unstructured topics; open dialogue; closing comments
- Introduce yourself; understanding the work environment; open dialogue; debriefing and final checklist

No, the answer is incorrect.
Score: 0

Types of focus group studies includes:

- Exploratory focus groups
- Trend explanation focus groups
- Competitive analysis focus groups
- All of the above

No, the answer is incorrect.
Score: 0

Bipolar scale is

- A skip pattern technique that ensures that respondents are asked only to those questions that apply to them
- A question that presents the respondent with both sides of an issue
- A type of rating scale characterized by a continuum between two opposite end points
- A multiple item scale where each item uses a set of symmetrically balanced bipolar response categories indicating varying levels of agreement or disagreement

No, the answer is incorrect.
Score: 0

Personas are ______ characters created based upon ______ study in order to represent the different user types that might use your service, product, site, or brand in a similar way.

- Real, case
- Fictional, user
- Real, market
- Real or fictional, observational

No, the answer is incorrect.
Score: 0
What are the principles of Contextual Inquiry?

- Persona, Partnership, Implementation; Focus
- Context; Partnership, Interpretation; Focus
- Context; Partnership, Implementation; Focus
- Persona, Partnership, Implementation; Scenario

No, the answer is incorrect.
Score: 0
Accepted Answers:
Context; Partnership, Interpretation; Focus

A contextual inquiry is a process by which we gather data with the objective(s)
- Get data about the structure of work practice
- Make unarticulated knowledge explicit
- Capture details of habitual, invisible work
- All of the above

No, the answer is incorrect.
Score: 0
Accepted Answers:
All of the above

What is Aided Recall?

- A fictitious question, included in the questionnaire to help the researcher estimate the extent to which respondents are providing ostensibly substantive answers to questions they cannot know anything about, because it does not exist
- A skip pattern technique that ensures that respondents are asked only to those questions that apply to them
- A question that presents the respondent with both sides of an issue
- Respondents are provided with number of cues to facilitate their memory of particular responses

No, the answer is incorrect.
Score: 0
Accepted Answers:
Respondents are provided with number of cues to facilitate their memory of particular responses

Attitudinal user study focus on:
- What they say
- How they say
- Actual behaviour displayed
- None of the above

No, the answer is incorrect.
Score: 0
Accepted Answers:
What they say