Assignment 3

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment. Due on 2018-09-12, 23:59 IST.

Assignment 3.

1) (Fill in the blanks) The different phases of Goal Directed Design process are Research, __________ requirement definition, framework definition, refinement and development support.

- Sketching
- Prototyping
- Testing and simulation
- Modelling

No, the answer is incorrect.
Score: 0
Accepted Answers:
Modelling

2) (Fill in the blanks) ______________ data is often generated by methods and techniques based on ethnography.

- Regenerative
- Qualitative
- Distributed
- Coherent

No, the answer is incorrect.
Score: 0
Accepted Answers:
Qualitative

3) (Fill in the blanks) In goal directed design process the ‘research phase’ can help designers focus on users’ concerns and preferences rather than base their designs solely on __________.

- focus solely on
- completely discredit
- test design prototypes against
- focus on users’ concerns and preferences rather than base their designs solely on
No, the answer is incorrect.
Score: 0
Accepted Answers:
focus on users’ concerns and preferences rather than base their designs solely on

4) During ‘research phase’, which one of the following activities is not undertaken by the designer?

- Literature review
- Stakeholder interviews
- User observations
- Scenario detailing

No, the answer is incorrect.
Score: 0
Accepted Answers:
Scenario detailing

5) (Fill in the blanks) We may consider an Interactive product as a __________ design.

- reason specific
- colour specific
- domain specific
- country specific

No, the answer is incorrect.
Score: 0
Accepted Answers:
domain specific

6) (Fill in the blanks) Anyone with authority and/or responsibility for the product being designed is __________.

- an artist
- an administrator
- a user
- a stakeholder

No, the answer is incorrect.
Score: 0
Accepted Answers:
a stakeholder

7) (Fill in the blanks) With respect to the actual usage of the interactive product, users __________ the customers of the interactive product.

- may or may not be
- are always not
- are only rarely
- are never

No, the answer is incorrect.
Score: 0
Accepted Answers:
may or may not be

8) (Fill in the blanks) In master-apprentice model, the relationship between a designer and his __________

- may or may not be
A persona is synonymous to ____________.

- Principal user
- User archetype
- Main user
- The very important user

No, the answer is incorrect.
Score: 0
Accepted Answers:
User archetype

The pattern of use starts emerging ____________.

- During middle interview
- During early interview
- During late interview
- Before the beginning of the interview

No, the answer is incorrect.
Score: 0
Accepted Answers:
During middle interview

Artefacts that users employ in their tasks and workflows are___________ in an artefact model.

- distributed
- included
- excluded
- transformed

No, the answer is incorrect.
Score: 0
Accepted Answers:
included

The ethnography based method amongst the following is__________.

- Calculation of errors
- Field observations
- Detailing requirement for developer team
- None
13) Fill in the blanks) A motivation for designers interested in conducting competitive review of a specific interactive product is _______.

- to establish the state-of-the-art in all domains of application
- to know the errors which users usually commit
- to establish the state-of-the-art in the domain of Interactive product
- to know the concerns of the development team

No, the answer is incorrect.
Score: 0
Accepted Answers:
Field observations

14) Fill in the blanks) ____________ is a widely used method applicable to projects involving 'redesign' of an interactive product.

- Heuristic evaluation including novice users
- Heuristic evaluation involving frequent users
- Heuristic evaluation involving infrequent users
- Heuristic evaluation involving design experts

No, the answer is incorrect.
Score: 0
Accepted Answers:
Heuristic evaluation involving design experts

15) Fill in the blanks) Heuristic evaluation generates appropriate results when the chosen experts are of _______.

- Dissimilar profiles
- Identical profiles
- legal profiles
- Similar profiles

No, the answer is incorrect.
Score: 0
Accepted Answers:
Similar profiles

16) Pick the odd statement out.

- Designers approach 'subject matter experts' because of their domain knowledge of regulations and other design corresponding to the interactive product.
- Designers approach 'subject matter experts' because of their domain knowledge (often) along with their capabilities as expert users
- Designers approach 'subject matter experts' because of their domain expertise corresponding to the interactive product.
- Designers approach 'subject matter experts' because of their ability to conduct training sessions during the product deployment sessions.

No, the answer is incorrect.
Designers approach 'subject matter experts' because of their domain expertise corresponding to the interactive product.

17 Pick the odd statement out. 1 point

- It is possible that the customers of an interactive product may not be using it.
- At times we observe that customers, when they get to use the product, they use it in a very different manner.
- It is highly likely that customers may have their own goals.
- Both users and customers subscribe and pay for the product purchase. They are responsible for managing expenses related with product feature updates.

No, the answer is incorrect.
Score: 0
Accepted Answers:
Both users and customers subscribe and pay for the product purchase. They are responsible for managing expenses related with product feature updates.

18 Pick the odd statement out. 1 point

- Designers must visit users when they are with the community because community is always available for them.
- Designers must stay concerned with the users' goals throughout the process because they are the one who personally use the interactive product.
- Designers must interview users to gain insights of their ways of adopting different interactive products.
- Designers must strive to get a better estimate of users' capabilities and skills. A simple knowledge of users' domain understanding is not enough for designing useful, usable and delightful products.

No, the answer is incorrect.
Score: 0
Accepted Answers:
Designers must visit users when they are with the community because community is always available for them.

19 Fill in the blanks) Contextual inquiry is a widely accepted method because 1 point

- it generates opportunities for designers to perform both in-person interviews and training of their users
- it generates opportunities for designers to perform both in-person interviews of their users and field observations
- it generates opportunities for designers to gather a rich quantitative data on user-system interaction
- it generates opportunities for designers to train users towards the requirement of the new interactive product

No, the answer is incorrect.
Score: 0
Accepted Answers:
it generates opportunities for designers to perform both in-person interviews of their users and field observations

20 Read the following passage which appeared as a user statement: "I like my work. Although..." 1 point
I do a very mundane job of delivering parcels to customers who orders them online, but still I am never bored. I enjoy my job because I get to see smiles on the faces of the people to whom I deliver their ordered parcels. Because the feeling of receiving something new is always too pleasing and satisfying, and I am so glad that I could be the messenger of their happiness. I like this very much.” What does the passage suggest to you?

- The passage suggests of the user’s attitude especially her motivation towards the job.
- The passage suggests user’s aspirations.
- The passage suggests user’s expertise in her task.
- The passage suggests functions of the interactive product which the user uses routinely.

No, the answer is incorrect.
Score: 0

Accepted Answers:
- The passage suggests of the user’s attitude especially her motivation towards the job.