

## 2007 Paper 7 Question 12

### Human–Computer Interaction

You have been asked to work as a usability consultant, for a company where the development team has created a new version of an existing product. Two important requirements were that the new user interface should be both *efficient* and *intuitive*.

- (a) How would you interpret *each* of these requirements, in the light of your knowledge of HCI? [1 mark each]
- (b) The development team claim that their new user interface is already more efficient than the old one. Explain in detail how you could measure whether this claim is justified. [7 marks]
- (c) The developers also claim that their new version is already more intuitive than the old one. Explain in detail how you could measure whether this claim is justified. [7 marks]
- (d) What technique could you have used to predict *each* of these measured improvements, if you had been consulted earlier in the design cycle? [2 marks each]